BUSINESS / B1
Survey: Consumers upbeat despite financial crisis

LIFESTYLE / F1
How to get the BF to visit a salon

NEWS / A2
Asean a step closer to 'open skies' in region

SPORTS / A27
WBC to Pacquiao: Pay $130,000 or be stripped of crown

Nene wants Cabinet exec's wife grilled

By Christine O. Avendaño and Alcuin Papa

THE WIFE OF A DEPARTMENT UNDERsecretary should be called to testify at the inquiry into the P728-million fertilizer fund scam to be reopened next week, Senate Minority Leader Aquilino Pimentel Jr. said yesterday.

Pimentel told reporters at a news conference that he would suggest to the blue ribbon committee chair, Sen. Alan Peter Cayetano, that a woman surnamed Go-

MORE A19

Police blotter now off limits to media

By Alcuin Papa and Jeannette I. Andrade

AS THOUGH THE CON-troversy over the Philippine National Police's "euro generals" were not enough, here's another provocative issue to in-

POLICE A10

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

Friday, November 7, 2008 ★ Vol. 21 / No. 315 www.inquirer.com

Back to reality for Barack

Election euphoria over; stocks slump anew

LONDON—MARKET EUphoria over Barack Obama's historic election as America's first black president quickly dissipated on Thursday, as more jobs vanished and stock markets slumped in the face of the world's relentless economic crisis.

After a sharp rise on election day, markets in the United States, Asia and Europe tumbled as investors shifted their focus on grim economic data—bigger than expected US job losses, sharp contraction in the world's services sector, steep declines in house prices and a manufacturing retreat in Britain.

A series of dire profit warnings from major Asian companies such as Japan's Toyota Motor Corp. and Izuzu Motors Ltd. and Hong Kong carrier Cathay Pacific Airways Ltd. also pushed markets back to the reality of depressed economic conditions.

"We're coming back to reality . . . despite the euphoria over the election, the world's economy hasn't changed," said Francis Lun, general manager of Fullbright Securities in Hong Kong.

Japan's Nikkei stock average retreated 6.5 percent, Hong Kong's Hang Seng Index lost 7.1 percent and South

BACK TO REALITY A21

THE MORNING AFTER US President-elect Sen. Barack Obama walks into a building in downtown Chicago on Wednesday for meetings with his staff as a state trooper stands guard at the entrance. REUTERS

Obama starts building his team for the White House

WASHINGTON—PRESIDENT-ELECT Barack Obama has begun moving to build his administration and make good on his ambitious promises to point the United States in a different direction, as his commanding victory reordered the American political landscape and transfixed much of the nation.

A day after becoming the first African-American to capture the presidency, Obama announced a transition team and prepared to name an ally as his White House chief of staff in his first steps toward assuming power.

President George W. Bush vowed to work closely with Obama to ensure a smooth transition.

Rep. Rahm Emanuel of Illinois, the fourth-ranking House Democrat and a close friend of Obama's from Chicago, has been offered the job of White House chief of staff, and although he was said to be concerned about the effects on his family and giving up his influential role on Capitol Hill, many Democrats said they expected him to accept it.

Obama named John D. Podesta, the former Clinton White House chief of staff, to lead his transition team along with Valerie Jarrett, a longtime advis-

OBAMA A21

2 RP studes get invites to Obama inauguration

By Nancy C. Carvajal

TWO STUDENTS FROM QUEZON CITY have received invitations to go to Washington and be in the front seat of history when Barack Obama, the first black president of the United States, formally lays claim to the White House on Jan. 20, 2009.

Anne Marie Liwanag and classmate Paul Michael Thomas Cruz got their invites as early as March this year to the oath-taking of the 44th US president.

They were selected by the organiz-

2 RP STUDES A20

LPG prices still too high —DOE chief

By Christian V. Esguerra, Robert Garsuga and Abigail L. Ho

PRICES OF LIQUEFIED PETROLEUM gas in the country are still too high despite the price cuts made by oil firms and dealers, according to Energy Secretary Angelo Reyes.

Reyes noted that the LPG contract price in the world market had been reduced by 39 percent, which should lead to a decrease of "P15 to P17" per kilogram in local products this month.

But so far, he said oil firms had reduced their prices by only P4 per kilogram, or P44 per 11-kg cylinder.

By Reyes' computation, the oil firms and dealers still owed consumers a rollback of at least P51 per kilogram, or between P165 and P187 per cylinder.

LPG/PRICES A9

TROUBLE IN PARADISE

Thugs seize Aussie-owned Boracay resort

ARMED THUGS WERE IN CONTROL of a resort on Boracay Island yesterday, holding the Australian owner and his family captive in their apartment, the owner told Agence France Presse.

In a telephone interview, Greg Hutchinson said about a dozen "thugs" brandishing automatic weapons entered the grounds of the SandCastles resort around 10 p.m. Wednesday, forcing the staff and guests to flee.

"We were in our third-floor apartment when they barged in wearing ski masks and forced our guests and staff to leave," Hutchinson said.

"So far as I know no shots were fired but they terrified the hell out of the staff and guests," he added.

He said electricity and telephone connections to his apartment, which is next to the resort, have been cut and the emergency exit blocked with an industrial gas cylinder.

THUGS A12

9 dead as another boat capsizes off Iloilo town

By Nestor P. Burgos Jr.
Inquirer Visayas

ILOILO CITY—AT LEAST NINE PEOPLE drowned and several others were missing after a passenger boat capsized off Concepcion town in Iloilo on Thursday afternoon.

All the fatalities were passengers of the MB Rolly IX said Raul Bastos, provincial assistant for Western Visayas.

A report of the Concepcion police station identified the fatalities as Gigi Villaruz, Tonya de la Cruz, Juanito Munoz, Sheila Illano, Miriam Salandagit, Carmen Padrillan, Aida Libre, Gina Calicoy, and Jonson Cabertoy.

The boat was on its way to the island barangay of Malogilog from the Concepcion mainland at around 2:30 p.m. when it was battered by huge waves triggered by Tropical Depression "Quiel."

The boat suffered engine trouble before it capsized off Sitio Ulpok in Barangay Malogilog, Concepcion, according to Bastos.

9 DEAD A6

SEA TRAGEDY Roberto Azobo, 38, is hugged by relatives upon arrival at the Lito Belarmino Hospital in Dingalalang, Maliata, where survivors of the sea accident are recuperating. Roberto lost six members of his family, including his 31-year-old mother, Rosalina, when the MB Dan Dexter capsized on Tuesday while on its way to Bulan, Sorsogon. ARIEL JAVIER

Second FRONTPAGE

WEATHER FORECAST

SIX DIGIT

SUERTRES

KEZ

SUPERLOTTO 6/49
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Asean moves closer to 'open skies'

10 nations ink pacts removing air restrictions starting end of the year

By Riza T. Olchondra

THE ASSOCIATION OF SOUTHEAST ASIAN NATIONS HAS moved closer to creating a single aviation market as Asean transport ministers signed several agreements yesterday to remove restrictions on air and air freight services and allow regional airlines to fly to any of the capitals of the 10 member countries.

Under the agreements, unlimited fifth freedom rights, allowing member countries the right to fly to each other's capital cities, will be in place by 2010. By 2015, all of Asean will be a unified aviation market.

The deal which most impacts the Philippines is the multilateral agreement on air services which will allow airlines like Cebu Pacific Air and Philippine Airlines to expand their operations in Asean capital cities without having to seek additional entitlements.

"It will mean easier access of our own airlines to other Asean markets. The air freight deal could also benefit the country although it is more lucrative to us mature since all cargo traffic is still low within the region. But at least there will be no barriers when traffic does pick up," said Carmelo Arrella, executive director of the Civil Aeronautics Board.

Transportation Secretary Leandro Mendoza estimates that an open skies agreement could add five million to the Philippines' annual tourist volume, with each tourist spending an average of between $200 and $400.

This would give a critical boost to the economy to enable it to cope with the global financial crisis, he said.

The Philippines received 3.3 million tourists in 2007, according to Department of Tourism data.

The multilateral agreements on air services and the full liberalization of air freight services are part of plans drawn up by Asean to foster economic cooperation and growth.

Signing ceremony

The signing ceremony was held in Mactan-Lapu Lapu yesterday in the presence of Executive Secretary Eduardo Ermita who represented President Macapagal Arroyo.

The transport ministers are attending the 16th Asean Transport Ministers Meeting in Makati this week.

Asean groups Indonesia, Thailand, Malaysia, Singapore, the Philippines, Brunei, Vietnam, Burma, Cambodia and Laos.

The agreements signed were the Asean Framework Agreement on the Facilitation of Inter-State Transport, Asean Multilateral Agreement on the Full Liberalization of Air Freight Services and the Asean Multilateral Agreement on Air Services.

Air freight deal

Unlimited third, fourth freedom traffic rights between Asean capital cities is set for implementation by end-2008 and unlimited fifth freedom traffic rights by 2010.

The air freight deal, meanwhile, raises capacity for two-way traffic to 250 tons weekly to also allows designated all-cargo airlines to fly across Asean territories and to make stops for traffic or non-traffic purposes in all international airports. Implementation of the agreement is scheduled by the end of the year.

The so-called "freedoms of the air" are restrictions that govern international air travel and are detailed through bilateral agreements or between countries which are signatories to the Chicago Convention of 1944.

Freedoms of the air

The first freedom is the right to fly and carry traffic over the territory of another partner in the agreement without landing; the second freedom, the right to land in those countries for technical reasons such as refueling without boarding or disposing passengers; the third freedom, the right of an airline from one country to land in a different country and deplane passengers coming from the airline's own country; the fourth freedom, the right of an airline from one country to land in a different country and board passengers traveling to the airline's own country; and the fifth freedom the right of an airline from one country to land in a second country, to then pick up passengers and fly on to a third country where the passengers then deplane.

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	DAILY	1:50 PM	2:00 PM
Cebu – Davao	DAILY	8:55 AM	9:50 AM
	DAILY	2:30 PM	3:25 PM
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RP comes off UN list of debtors

THE UNITED Nations has recognized the Philippines as one of only 51 members that have paid in full their membership dues to the world body, according to the Philippine Mission to the UN.

UN Undersecretary General for Management Angela Kane paid special tribute to the 51 member states during a briefing on Oct. 28, ambassador Hilario Davide Jr., the country's Permanent Representative to the UN, told in a report to Foreign Secretary Alberto Romulo.

"This is the first time in more than 10 years that the Philippines has fully paid its UN dues," Davide said.

The announcement the Philippines paid on time included contributions to the regular budget, peacekeeping operations, international tribunals and the capital master plan amounting to about $14 million currently.

Aside from the Philippines, the other countries on the "honor list" are Australia, Austria, Azerbaijan, Brazil, Bulgaria, Burundi, Canada, Czech Republic, Denmark, Poland, Georgia, Germany, Guatemala, Iceland, Italy, Liechtenstein, Monaco, Moldova, Monaco, New Zealand, Niger, Norway, Russia, Samoa, Slovenia, South Africa, Sweden, Thailand and the United Kingdom. The UN has 192 member states.

"Being on the list positively projects the country as a responsible member," Davide said. Aurora Anog

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Customs men rue harassing Luli pal

THREE AIRPORT CUSTOMS EXAMINERS have been suspended for allegedly harassing a friend of President Macapagal-Arroyo's daughter when he arrived at the Ninoy Aquino International Airport on Oct. 24.

Customs Commissioner Napoleon Morales said the President called him on Tuesday regarding the case of comedian Joe Restituto Librodo, or Luli.

According to reports, Nov. 4, 10 board Philippine American

[illegible] comedian who was visiting Manila for a show was verbally harassed by three customs examiners who inspected his bag. The three insisted that Luli give them T-shirts, blouses and

Morales identified the examiners as Omar Isidol, Armand Isaol and Ozzie Nuestas. The three were relieved and placed under investigation.

"Apparently, the examiners asked for the T-shirts which is against bureau policy because this was not a commercial importation where you check the merchandise for the right valuation and classification," he said.

"That really gives the bureau a bad image because this is conduct unbecoming customs officers," he said.

Morales said the customs bureau [illegible] hired time-verifying/info-complaint because this was [illegible] under his real name, Joseph Librodo Restituto.

But a review of the security cameras on the day of the incident showed Isidol, Isaol and Nuestas removing Talisay from Librodo's bag.

The customs chief said the relief of the three inspectors should serve as a lesson to other airport personnel.

"This will create a fear factor for other personnel. You have to do your job or else," he said.

In 2006, Luli admonished an immigration officer at the Ninoy Aquino International Airport for giving special treatment to a foreigner. The officer was removed from his post.

More grandkids

Meanwhile, Luli, who was recently married to John Mendoza "Gulp" Barrios, his male for father, Jose Miguel Arroyo, both very sad and happy at the same time.

The President's husband said he was happy that the couple, who were married Wednesday at the his ng Angeles, Sablelo parish in Tagaytay, would give him more grandchildren.

The First Couple already have five grandchildren, four from two sons.

"Sad and good, sad because I'm losing her, but I'm also glad because we have a new son," a smiling Arroyo told reporters.

Arroyo, who talked to reporters as he inspected the three-hour rehabilitation on the St. Luke's Medical Center yesterday, said "hopefully, she can give us grandchildren."

When asked if he wanted it soon, he however answered with a long "no."

He said the wedding was "very nice and very private."

"Only very few were only a few people who were invited, just the immediate family," he said.

(Kristine L. Alave and Nancy Carvajal)

Corrections

IN THURSDAY'S ISSUE, a photo on page 1 carrying a front-page article—"Luli's case rests on wedding"—was mistakenly republished in place of the one in Nagoa. The photo was set taken by Jim.

IN THE NOV. 6 ISSUE, a story on page 2A—"Judges wins high court's MOA-AD ruling"—misstated the date when the Supreme Court declared the memorandum of agreement on ancestral domain illegal and unconstitutional. The high court handed down its decision on Oct. 14—not Oct. 15.

NOTICE OF LAND VALUATION AND ACQUISITION

Notice is hereby given to the following landowners whose properties have been acquired by the government under the Comprehensive Agrarian Reform Program pursuant to R.A. 6657:

Landowner	Title No.	Location	Area Acqd. (has.)	Amount (Php)
1. Spc. Rolando Gaude & Concepcion Pg. Bendo	RT-102 (140880)	Dumalagan, Pinamalayan, Or. Mdo.	5.5000	34,897.97
2. Spc. Augusto Valencia & Josefa Bartia	RT-102 (11787)	Pambisan Melada, Pinamalayan, Or. Mdo.	13.4192	87,087.78
3. Dominador Montano	T-2807	Bagong Silang, Bulalacao, Or. Mindoro	11.2545	1,613,276.34

All interested parties/claimants have 30 days from the date of this publication to accept or reject the above valuation and are advised to call or visit this office for details.

(Sgd.) CAROLINA I.B. BASA
Provincial Agrarian Reform Officer

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

The Philippine Economic Zone Authority - Bagac City Economic Zone, through its Bids and Awards Committee (BAC), invites eligible bidders to apply for eligibility and to bid for the transaction project:

Name of Project: OPERATION AND MAINTENANCE OF DOMESTIC WASTEWATER TREATMENT PLANT
Location: BCEZ, Lodmar Road, Bagac City
Approved Budget for the Contract: P 1,082,242.87
Contract Duration: 1 YEAR

Prospective bidders should have experience in undertaking similar project within the last 3 years with an amount and description of the proposed project, terminating, and any commitment and engagement secured. Interested bidders can obtain / available for the prosecution of the project. The list of minimum equipment requirement is indicated in the Eligibility Forms. The Eligibility Check/Screening as well as the Preliminary Examination of Bids shall use the non-discretionary "pass/fail" criteria. Post-qualification of the lowest calculated bid shall be conducted. Bids received in excess of the ABC are automatically rejected.

All participants relative to Eligibility, Bidsecure and Documentary Bid Security, Performance Security, Pre-Bid Conference(s), Evaluation of Bids, Post-Qualification and Award of Contract shall be governed by the pertinent provisions of R.A. 9184 and its Implementing Rules and Regulations (IRR).

The complete schedule of activities is listed as follows:

Activities	Schedule
1. Issuance of Bid Documents	November 24-28, 2008
2. Pre-bid Conference	November 25, 2008, 1:00 PM
3. Last Day of Submission of Bids	December 15, 2008, 1:00 PM
4. Opening of Bids	December 15, 2008, 2:00 PM

Bid Documents will be available only to prospective bidders upon payment of a non-refundable amount of One Thousand Pesos (P1,000.00). The method of payment will be cash/ check only.

In addition, bidders must have their names on mail income and documents as industry Unit and/or Percentage Tax compliance (if) and/or immediately prior to the submission of bids, on the Electronic Filing and Payment System of PEZA or the BIR.

The PEZA reserves the right to accept or reject any bid, to annul the bidding process, and declare the contract null and void, without any liability to prospective bidders or any responsible involved in the preparation of the bid.

(Sgd.) ENGR. MODESTO O. ALFARO JR.
BAC Chairman

Comelec casts envious eye on conduct of US elections

THE COMMISSION on Elections, taking stock of the recently concluded elections in the United States, admitted yesterday that automated voting in the Philippines would not be problem-free.

Comelec Chair Jose Melo said he was impressed by how the US campaign unfolded and the efficiency of the voting process, where different voting machines were used.

Melo said the conduct of the US elections was a great opportunity for assessing how various voting machines worked and the technical problems in the process.

The Comelec is pushing for automated elections because it would minimize human error in vote-counting.

But Melo noted that US voters still had some complaints and that the problems in the US might be magnified and multiplied in the Philippines.

He cited the "hanging chad" issue in Florida, where some ballots were not read by the machines. There were also complaints that some machines misread voters' choices.

Longer lines

"They have more money and more machines, but the lines were still long," he said. "How in our country we have fewer machines so the lines will probably be longer."

He also said the voting process would take longer in the Philippines because of the sheer number of candidates and the many election positions at stake.

He said the Comelec was considering holding study voting to make the lines on Election Day shorter.

"We are looking at early voting, but that would take an amendment of the law," he said.

If no amendments were introduced, Melo said, the Comelec could "collapse" the precincts and cluster them in big, grouping places.

Focus on issues

Melo also said that with less than two years to go before the 2010 presidential election, he hoped that Filipino politicians and voters would take note of how the US campaign focused not on malicious personal attacks but on issues.

"On the behavior of the candidates, they talked about issues and not personalities. Maybe we should be like that," Melo said.

He said it was refreshing to see a campaign where there were spirited discussions on the problems and issues facing the country.

He lamented the tendency of politicians first to make "gimmicks" and resolve the problems of their election campaign, instead of their platforms.

He said that by August 2010, candidates would endeavor to "put the campaign on a higher level." — Tetch G. Alave

'Quinta' stops retrieval operations for ferry victims

By Cyberus Aguilar
Inquirer Southern Luzon
and Alcuin Papa

STRONG WINDS AND HEAVY RAINS brought by Tropical Depression "Quinta" prompted authorities to suspend retrieval operations of nine more missing passengers of the 888 Don Dexter Catholic.

The death toll stood at 42 while there were 181 survivors as of Thursday afternoon, according to the Philippine Coast Guard (PCG) in Bicol.

The motorized boat was on its seven-hour Dinamulog, Bicolano, to Bulan, Sorsogon on Tuesday afternoon, when it was struck by a rainy squall, which caused it to overturn and toss its passengers into the sea.

Transportation Undersecretary Doris Bautista visited Dinamulog town with PCG officials to start the preliminary investigation of the sinking.

Bautista questioned the boat crew to about the cause of the tragedy.

A special Board of Marine Inquiry will determine whether there was poor or human error caused the sinking, and look into reports that the boat was overloaded when it left Dinamulog, Bautista.

Commodore Cecil Chua will head the special Board of Marine Inquiry, according to PCG spokesperson Capt. Enrico Evangelista.

Senior Supt. Reuben Sinche, Masbate police director, earlier said 119 passengers were officially recorded, but a list sent to the bureau by Capt. Henry Caballero of PCG Bicol showed there were 42 dead, nine missing and 168 survivors, for a total of 151.

Due to bad weather, President Macapagal-Arroyo's scheduled visit to Dinamulog town on Thursday afternoon was cancelled.

From the Local News and Security Assembly (LPSA) in Cebu Zone, Pampanga, Ms Arroyo was expected to arrive in Dinamulog town to console victims of the tragedy and give them financial aid.

Buffy Alcantara, civil defense director in Bicol, said the retrieval operations were called off after Masbate province was placed under Storm Signal No. 1.

Signal No. 1 was also raised over Bantayan Island, the northern part of Palawan, Romblon, Camiguin, Biliran Island, Western Samar, Leyte, Southern Leyte, Bohol, Cebu, Negros Oriental, Negros Occidental, Iloilo, Aklan, Capiz, Antique and Guimaras Island.

The rest of the country will be part-ly cloudy to cloudy with isolated rain showers.

Quinta is expected to bring gloomy weather to Metro Manila with high chances of rain in the coming days, the Philippine Atmospheric, Geophysical and Astronomical Services Administration (Pagasa) said yesterday.

Lots of rain

"It is a weak typhoon but the weak ones bring lots of rain," Nathaniel Cruz, Pagasa senior weather bureau chief, told the Inquirer.

Metro could become submerged over the eastern section of the country and may cause flash floods and landslides.

Quinta started as a low pressure area affecting Mindanao but developed into a tropical depression as it moved toward the Visayas, according to Cruz.

Cruz said the storm was moving toward Central Visayas at it was spotted 40 kilometers northeast of Mactan, Cebu. It was packing maximum sustained winds of 45 kph near the center.

Quinta is forecast to move northwestward at 19 kph. It is expected to move toward northern Palawan before it exits the South China Sea.

Coyo Island

By Friday morning, Quinta is predicted to be 80 km north of Coyo Island or 90 km South of San Jose, Occidental Mindoro.

It is expected to be 440 km west of San Jose, Occidental Mindoro, by Saturday morning and 830 km west of Metro Manila by Sunday afternoon.

Because of the storm, two ships of the Philippine Navy were withdrawn from the vicinity of the capsized boat off the coast of Masbate, said Lt. Jo-ann Gayle Gerasmo Aceto, Naval Forces Southern Luzon spokesperson.

Authorities prohibited sea vessels from sailing to and from Masbate Island.

Stranded

At least 126 passengers, 15 motorized boats, seven sea vessels, six trucks, and four cars were stranded in the ports of Masbate City and Pilar, Sorsogon.

Alcantara said families of the victims of the sea tragedy already received P10,000-burial assistance from the Department of Social Welfare and Development, and P5,000 from the Masbate provincial government.

This does not include the financial assistance to be given by the President.

Registered owner

Alejandro said survivors of the tragedy complained against the boat owner's recklessness. Quoting the non-victims, Alejandro said the boat owner's officer was drunk and prevented police to search the ferry.

Documents from the Maritime Industry Authority showed the Don Dexter Catholic was registered to a certain Amid Tamayo but a certain Gerardo Zuligo was reported as its owner.

The Inquirer tried to call Gerardo Zuligo but a woman who picked up the cell said she was not Owie.

Princess of the Stars

In Sibuyan, Harbor Star, the private salvor overseeing bodies inside the MV Princess of the Stars, suspended the retrieval operation yesterday.

In a statement, the company said divers managed to recover three bodies from Deck B, putting the total retrieved cadavers at 158.

Due to the bad weather, the logs and the barge that are being used in the retrieval operation sailed from Sibuyan Island to Southern Leyte, the company said.

Harbor Star is expected to start up the retrieval operations this weekend. It will then transfer the bodies to Cebu City, where the National Bureau of Investigation will process DNA samples to identify the victims.

The Princess of the Stars, which is owned by Sulpicio Lines, capsized in Sibuyan Sea in June when it sailed into the eye of Typhoon "Frank." Only 57 out of the 850 passengers survived the tragedy. With a report from Rizalina L. Alave

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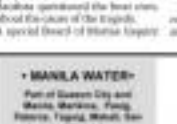

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Water Quality Report 2008*

MANILA WATER East Zone	CRITERIA	MAYNILAD West Zone
SEPTEMBER		SEPTEMBER
764	Number of samples examined	772
764	Number of potable samples	772
98%	Minimum compliance with Philippine National Standard for Drinking Water (PNSDW)	98%
100%	Satisfactory Compliance	100%
0.89	Average residual chlorine in Parts Per Million (PPM)	0.86
0.20	PNSDW requirement in Parts Per Million (PPM)	0.20

* Metro Manila Drinking Water Quality Monitoring Committee

Manila Water MWSS NWRB DOH DENR Maynilad

9 dead as another boat capsizes

From page A1

Concepcion in 111 kilometers north of Iloilo City.

Search and rescue teams and boat crews from town to the area but three hours later, hampered by huge waves, according to Reina.

Western Visayas was placed under Storm Signal No. 1 yesterday.

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INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

The DepED-Bids and Awards Committee (DepED-BAC) invites eligible bidders to apply for eligibility and to submit sealed bids for the following projects (ABC/EC for the 1st Quarter of 2009):

Package No.	Name	Approved Budget for the Contract (ABC) per Package (PhP)	Bid Security (10% of the Approved Budget for the Contract (ABC) or Bidder's Bid Bond)	Price of Bidding Documents (non-refundable)	Remarks
1	Printing, Packaging, Labeling and Warehousing of Textbooks for Kindergarten, Grade 1 and Grade 2 (ABC and Textbooks Title in Annex A) per Region for Lot 1	PhP 62,750.00			
2	Printing, Packaging, Labeling and Warehousing of Textbooks for Grade 3 and Grade 4 (ABC and Textbooks Title in Annex A) per Region for Lot 2	PhP 57,600.00			
3	Printing, Packaging, Labeling and Warehousing of Textbooks for Grade 5 and Grade 6 (ABC and Textbooks Title in Annex A) per Region for Lot 3	PhP 56,100.00	Equivalent to 10% of the Approved Budget for the Contract (ABC)	1,000.00	Open to all
4	Printing of the Quarterly Reports of Accomplishments and Financial Status, Annual Status Report, Division Performance Report, Division Status Report, Division Financial Report, Division Physical Report, Division Report on Textbooks and Instructional Materials, Division Report on Learning Resources

Slight thaw in Ping-Manny relations

THE KY SIGNS BETWEEN SENATE President Manuel "Manny" Villar Jr. and Sen. Serfilo "Ping" Lacson have apparently warmed.

Lacson was surprised when Villar showed up at the wake of his mother at Forestview Simeon at Kiwa, Cavite, Wednesday night.

"I was heartbroken by his humility," Lacson said, **adding that he thanked Villar for the gesture.**

Lacson said that while he had raised some issues against Villar, he did not consider him an enemy.

Lacson had warned Villar of being responsible for a double appropriation for the C5 road extension project in the 2008 national budget and alleged that the project benefited the Senate President's real estate empire.

Yesterday, Lacson said Villar's visit was not related to the controversy.

He said Villar stayed to bear Mass with him and his family.

"Kasi (how I told him, take care of your mother ha so painful to lose your mother," Lacson said.

Villar told Lacson his mother was all right though she also suffered some measles episodes. Christina O. Avendaño

Lacson's 87-year-old mother died on Nov. 3 of complications from a "silent stroke" that she suffered some months ago.

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THE DAILY GOSPEL

Friday, November 7, 2008
31st Week in Ordinary Time
1st Reading: Phil 3:17-4:1
Gospel: Lk 16:1-8

Jesus told his disciples, "There was a rich man whose steward was reported to him for fraudulent service. He summoned the steward and asked him: 'What is this I hear about you? I want you to render an account of your service for it is almost no longer your time.'

"The steward thought to himself: 'What am I to do now? My master will take away the position from me. I am not strong enough to dig and I am ashamed to beg. I know what I will do: I must make sure that when I am dismissed, there will be some people to welcome me into their house.'

"So he called his master's debtors one by one. He asked the first who owed: 'How much do you owe my master?' The reply was: 'A hundred jars of oil.' The steward said to him: 'Here, take your bill, sit down quickly and write them fifty.' To the second he put the same question: 'How much do you owe?' The answer was: 'A thousand bushels of wheat.' Then he said: 'Take your bill and write eighty.'

"The master commended the dishonest steward for his astuteness. For the people of this world are more astute in dealing with their own kind than are the people of light."

Commentary:

The steward of the household enjoyed the trust and favor of his master. He could even collect a legitimate commission on all of his master's outstanding accounts. So going to his master's debtors — the supreme act of dishonesty in his circumstances, making it much easier for the debtors to repay what they owe. His master credits, instead, his self-serving resolution (hardly to his credit) as "astuteness."

We are called to faithful stewardship of all that the Master has bestowed upon us. May we be better upon making our Master proud of us by the wise and prudent use of his gifts.

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Cops hit delay in hazard pay but not for trip funds

ZAMBOANGA CITY—HOWEY TOR tripe abroad but none for the bomb squad!

Philippine National Police Director General Jesus Verzosa said Wednesday he would order an investigation into the delay in the payment of hazard pay to members of PNP bomb squads not only in Western Mindanao but other parts of the country.

And it appears that some members of the delegation of so-called mass generals who flew to Russia with a billion-ek of pesos of purported PNP money will have some explaining to do to the bomb squad's men why their hazard pay has been delayed as long as three years in some cases.

"We will look into this in the context of reports that have been trending in and the evidence gathered," Verzosa said during a visit here.

Bomb squad members from Western Mindanao have been staging a silent protest over their delayed incentive pay, which amounts to P4,000 per month.

Delays all over

Senior Supt. Jose Reuben Gurtiz, chief of the Regional Explosive Ordnance Unit in the region, told the PNP leadership Assisted "It is not just the bomb squad members in Zamboanga City who are experiencing a delay in the release of their hazard pay."

He said units in other cities and provinces reported similar experiences.

But for Bicol in Davao City, Gurtiz said, the delays were not felt as intensely as they were supported by local government officials.

Gurtiz said not only bomb squad members but personnel in other police departments were also experiencing delays in receiving their hazard pay.

Paid in trickles

"It has been more than two years if we are going to count it before 2009. Sometimes we only receive 25 percent of our hazard pay and it is released in trickles," a source in the PNP who asked not to be identified for obvious reasons told the Inquirer.

The source, a low-ranking officer, said that while their benefits were delayed, top PNP officials were taking out hefty cash advances for trips to other countries.

"I think part of the money they brought to Russia was from our hazard pay," he said.

Sensitive finance posts

The source said some of the officers who went to Russia to attend an Interpol conference held sensitive positions in the PNP's financial services.

Among those were PNP Comptroller Chief Supt. Edmundo de la Paz (who has since retired), finance service head Chief Supt. Orlando Poniano, budget officer Senior Supt. Susan Ibanez and disbursing officer Supt. Asunol Sukiquen.

Gurtiz, however, said the delays could be due to the PNP's lack of savings.

Enough savings

He said the hazard pay "could only be released if the organization has enough savings."

"Maypalo kasing sumbat sa local ang mga kapon ng ating mga kasama kaya pati ang Moscow nitp pinag-interest. (They only think locally, that's why they're hot on the Moscow trip), but we keep on explaining to our personnel that it's the Department of Budget and Management that has no cash for the hazard pay," Gurtiz said.

Verzosa said those who went to Russia would be included in the investigation into the delay in the payment of hazard pay. —Julie Alipala, *Inquirer Mindanao*

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A Call for Statesmanship for a Stronger Democracy and for Vigilance of Citizens

B.B.C. National Executive Commitee

Under our Constitution, presidential elections are scheduled to be held in May 2010 with the present administration under President Gloria Macapagal-Arroyo stepping down from power by June 30, 2010. We are concerned by moves that may derail these events.

Mainly coming from the House of the Representatives, is another move for charter change, this time for a shift to a federal form of government, using as a reason the pursuit of peace in Mindanao. There is also concern about the prospect of Martial Law to abort the 2010 elections.

The peaceful transfer of power through regular and periodic elections, is the bedrock of a democracy. Charter change, if necessary, and the pursuit of peace in Mindanao, which is of the highest priority, should be a part of the continuing agenda of the government, regardless of a change in administration. So is social justice, which is the heart of our Constitution. And we have a right to choose through clean elections those who would lead us to these ends.

Charter Change

Charter change through a constituent assembly was withdrawn in 2007 because the House sensed the citizen outrage at the attempt to railroad the proposal for a parliamentary system. Moreover, many senators, whose two-thirds vote is logically necessary to convene a constituent assembly, expressed opposition to interpret the Constitution as requiring a joint rather than a separate vote.

We have faith that if the issue reaches the Supreme Court, it will rule correctly as it did on the "people's initiative" and the attempts to test the legal boundaries of executive power, despite the recent decision on "executive privilege" We also believe that any attempt to derail the 2010 elections will be rejected resoundingly by the people in a plebiscite. But not without the cost of divisiveness and political turbulence, and the diversion of national attention from the things that matter most to our people now – livelihood, food, education, health, social reforms, CARP extension, equal justice, clean elections – which can all be done without changing the Constitution.

The Mindanao Situation

We declare our commitment to a just and sustainable peace in Mindanao. We support the initiative to start over again with an inclusive transparent process of consultations that will bring all stakeholders to the peace table.

The Catholic Bishops and other religious leaders in Mindanao have already indicated their readiness to help facilitate this process of consultation.

Martial Law and Other Means to Keep Power

As for Martial Law, the Supreme Court will again be the final arbiter on the issue of the "sufficiency of the factual basis" for its proclamation. And in the unlikely event that the Court sustains its declaration, the extension of Martial Law will be decided by Congress, by a majority vote, voting jointly. This is a source of grave concern because we see no valid basis for it and there are many who will resist any resort to authoritarianism. The situation can lead to turmoil, instability and even violence. And those who will suffer the most will be the poor.

We believe that no public official will choose to go against the overwhelming sentiment of our people for democracy and against any form of authoritarianism. A Ramos, when confronted with the issue of taking lives to stay in power, did not send troops to EDSA to stop the people power revolt. A Ramos backed down from renewing the term limits of the Constitution rather than face a nationwide protest. An Estrada chose to leave Malacanang than risk a clash between forces, armed and civilian, for and against him. And an Arroyo can step down gracefully in 2010.

There is after all a statesman in every politician, and it is up to us to evoke and affirm it in them in its noblest manifestation.

APPEAL

May we appeal to our leaders to give democracy a chance to work better by holding credible presidential elections in 2010. And we call on those who believe that we can make this happen to be vigilant and to make our sentiments known clearly and loudly to those who are in power or who would want their turn at it, so that they will all rise to the challenge of statesmanship.

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YES, THE FILIPINO CAN! MOVEMENT

LPG prices still too high–DOE chief

Front page A1

The price adjustments implemented on Tuesday brought the price of an 11-kilogram LPG cylinder to between P544 and P622.50.

"The drop in the LPG contract price is very big," Reyes said.

"We will make sure that there are no unreasonable profits. We will have to assure that consumers, households are getting (the right value) for their money." He told reporters shortly before accompanying President Macapagal-Arroyo in inaugurating Petron Corp.'s fuel additives blending plant at the Subic Technopark yesterday morning.

Petron built the facility in partnership with Infineum, a leading global fuel additives supplier.

For export

The facility, which has the capacity to blend 12,000 metric tons of fuel additives a year, will support about 80 percent of its production to the Asia-Pacific region.

Petron will use the production balance for its fuel products.

Mr Arroyo said fuel with additives was cheaper and more affordable than other fuel products and should help consumers save on fuel expenses.

Nicasio Alcantara, Petron chair and chief executive officer, said his company's technical-service and engineering capabilities would combine with Infineum's fuel additives technology and strong presence in Asia.

"The demand for fuel additives in other Asian countries is projected to remain high," he said.

Easier to predict

Earlier this week, Reyes said it was much easier to predict price adjustments in LPG products because contract prices were fixed any, in a month. Unlike pump prices of gas, which are dependent both on world oil prices and foreign exchange rate.

If local LPG prices would prove to be not reflective of international contract prices, the Department of Energy would go after abusive dealers, he said.

Demands for lower LPG prices coincided with calls for more reduction in pump prices of gas, diesel, and kerosene, all because of the consistent decline in world oil prices.

Oil firms last week cut gasoline prices by P2-P2.30 a liter, kerosene by P2 a liter and diesel by P5.45 a liter—the biggest ever pump price reduction in the country.

Fuel still overpriced

The militant Bagong Alyansang Makabayan said the price of diesel would still go down by another P8 a liter.

Based on the group's computations, diesel was still overpriced by P8.85 a liter, kerosene by P12.99 a liter and gasoline products by P6.05 a liter.

"This means that the oil firms still owe consumers more and bigger reductions this month. We demand that they implement a single big rollback by the said amounts and not through installments as what they did in October and in the past months," Bayan secretary general Renato Reyes Jr. said in a statement.

He noted that global prices continued to decline. "The more they delay corresponding reductions in local pump prices, the more consumers are exploited through exorbitant prices," he added.

Dubai price, exchange rate

He said Bayan's computations took into account Dubai crude prices and foreign exchange rates from Oct. 1 to 28—the latest available data at the time of the study.

In an earlier interview, Fernando Martinez, Eastern Petroleum Corp. chair, said the decrease in international prices for October had already been reflected at the pump.

"We have no outlook yet for November. We can't really tell anymore (where prices will go) until we're halfway there," he said.

Data from the Department of Energy show that the regional benchmark Dubai crude had dropped to an average of $99 a barrel as of Nov. 4, almost $30 lower than the September average of $127 a barrel.

The price of unleaded gasoline based on the Mean of Platts Singapore (MOPS) benchmark for refined petroleum products plunged to a Nov. 1-4 average of $59 a barrel, from $80 a barrel last month.

MOPS-based diesel likewise slid to an average price of $62 a barrel in the first four days of November, from the October average price of $82 a barrel.

The international average price of LPG fell to only $490 per metric ton (MT) this month, from $864 per MT in October.

Fare reduction

Responding to cuts in fuel prices, the Land Transportation Franchising and Regulatory Board (LTFRB) reduced the minimum jeepney fare nationwide by 50 centavos.

But fare was reduced by P0.50 to P1 for the first five kilometers.

The LTFRB decision was met with mixed reactions, including those of consumer groups that felt that transport fare should have been decreased more.

Transportation Secretary Leandro Mendoza said the LTFRB would determine "to due date" if an adjustment in the P10 add-on in taxi fare would be in order.

A BEGGAR'S hand sticks out asking for spare change along Aurora Avenue, Quezon City.

Militant farmers' leader shot dead in Compostela

TAGUM CITY—UNIDENTIFIED gunmen shot dead a militant farmer leader in Compostela town in Compostela Valley province, police said yesterday.

Insp. Leopoldo Montilla, deputy town police chief, said Donny Quidlat was on his way home when he was ambushed by unidentified men riding in two motorcycles around 3:20 p.m. on Thursday.

He said police were investigating the killing.

Belly Delgado, secretary general of Kampanyo in Southern Mindanao, said witnesses saw the assailants shoved four motorcycles, apparently riding Quidlat.

He said the assailants used short firearms in shooting Quidlat, who died on the spot.

Brigade said the victim was the municipal coordinator of Bayan Muna and leader of the town's farmers' association.

Human rights group Karapatan Alay Katarungan at Pagkakaisa (KAP) blamed the killing on government forces.

KAP said Quidlat led the campaign for the pullout of military troops from Sitio Valma, also in Barangay Ngan.

The military has denied any involvement in the killings. Private first class Abel Abian, Jr., Quarter Misdemeanor.

Police blotter now off limits to media

From page A1

unless the PNP. The police blotter has been declared off limits to the public, particularly the media.

In a memorandum dated Oct. 20, PNP Director General Jesus Verzosa said the blotter is any police station's public "shall not be made accessible to the public or media" without authorization by the station commander, in compliance with a lawful order of the court or any provisional authority."

The PNP spokesperson, Chief Supt. Eleazar Matillano, yesterday said the memo was intended to protect both victims and suspects in crimes, particularly those involving women and children.

"It is not that we don't want the media. Some victims request that their complaints be made for record purposes only and not be made public," Matillano said.

He also denied that the memo was meant to be a "direct" from the still simmering issue of ranking police officials caught carrying at least $100,000 euros at the Moscow international airport early last month.

No access to PIO head

Reporters covering the Manila Police District (MPD) were yesterday barred from reading the blotter by police officers who justified the move with Verzosa's memo titled "Documentation of the Functions of the Public Information Office (PIO)."

According to the memo, information on any case may be provided "exclusively" by the designated PIO or its spokesperson, "unless he justifiable reason, the head of office decides to do the dissemination himself or appoints a suitable representative for the purpose."

The memo also states that any request for information "shall be coursed through and be provided by the PIO/spokesperson upon clearance from the head of office."

In compliance with the memo, the reporters arranged to coordinate with Senior Insp. Romana Geronimo, the head of the Manila district's PIO, but found that she was not in her office.

Calls made by the reporters to Geronimo's mobile phone were not answered, and a text message indicating compliance with the PNP memo received no reply.

Reporters covering the MPD pointed out that the police blotter was a public document, but said not all public documents could be made public.

He also said that as in the released, the memo was generally meant to "decentralize the functions" of the PNP's Public Information Office.

"Actually," Barbosa said, "the general intent is to accommodate the media."

No consultation

He pointed out that police commanders were under instruction to conduct media briefings, issue press releases, answer requests for information and interviews, liaise with reporters covering their areas, and implement public information programs and other functions to "help in the dissemination of information."

"It is unfortunate that the intent seems to deconstruct the public information function and some news units and further misconstrued by some members of the media," he said.

No absolute ban

Earlier yesterday, Barbosa said there was no "absolute prohibition" on access to the police blotter because permission could still be secured from unit commanders.

But he also said not all information in the blotter was "obvious," adding: "What is in the blotter is essentially one side of the story. It is only a tool in investigation."

Barbosa acknowledged that the police blotter was a public document, but said not all public documents could be made public.

He also said that as in the released, the memo was generally meant to "decentralize the functions" of the PNP's Public Information Office.

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He pointed out that police commanders were under instruction to conduct media briefings, issue press releases, answer requests for information and interviews, liaise with reporters covering their areas, and implement public information programs and other functions to "help in the dissemination of information."

But Alvin Balbuena, the president of the PNP Press Corps, said: "Reporters depend on the blotter for information. It is more like this will affect our work."

Balbuena, a reporter of radio dzBB, also said Verzosa's memo was without benefit of consultation with members of the media.

Asked to comment, professor Danilo Arao of the University of the Philippines' Department of Journalism said the police must recognize press freedom and access to information.

"Journalists are not asking for special treatment. But the reality is they have deadlines to meet in the course of their work and need information from the blotter," Arao said in a phone interview.

"[The memo] should be denounced as lack of transparency on the part of the police and an infringement on press freedom," he said.

In a statement, the National Press Club said it viewed the memo "with great concern."

"While we support the PNP's stand that no accused is presumed innocent unless proven guilty in court, we believe that the public's right to information should not be sacrificed in upholding the rights of the accused," it said.

Senate probe

It also said prohibiting reporters from checking the police blotter "smacks of media repression" and "has never been done before, not even during the repressive martial law years."

As it happens, the matter will now be subject to an inquiry by the Senate.

Claiming that the PNP was "wrong" in issuing such a memo, Sen. Ramon "Bong" Revilla Jr. yesterday announced he would open the inquiry as chair of the Senate committee on public information.

"I don't see the logic behind the memorandum. We should not curtail press freedom in the country," Revilla said in a statement.

He called on the PNP to reconsider its move and to recall its order.

Senate Minority Leader Aquilino Pimentel Jr. agreed that the PNP could not impose the ban because police blotters were considered public documents.

Pimentel said that with its move, the PNP sought to curtail the rights of the media.

Preventive suspension

He said to Verzosa's woes, Pimentel reiterated his call for his preventive suspension while Palace is respond the PNP chief.

"A preventive suspension should be imposed on Verzosa, more so now because his wife is getting more enmeshed in the controversy," Pimentel told reporters at a news conference.

He was referring to the fact that Russian authorities had asked Verzosa's wife Cynthia and now retired Chief Supt. Jaime Caringal to return to Moscow in connection with the undeclared euros.

Caringal was among the "ranking officials" led by now retired PNP comptroller Eliseo de la Paz who attended the 77th Interpol General Assembly in St. Petersburg on Oct. 6-11. Cynthia Verzosa also attended the assembly as her husband's representative.

The Senate foreign relations committee chaired by Sen. Miriam Defensor-Santiago had looked into the incident and recommended the prosecution of the "euro generals," as well as Verzosa and Pascua.

Pimentel had earlier called on the National Police Commission chaired by Pasco to put Verzosa on preventive suspension. Yesterday was the second time the senator made the call.

'Curiouser'

"The story is getting curiouser. It gets curious by the day ... And [Verzosa] is in the middle. He can't avoid getting involved in the investigation," Pimentel said.

He said a preventive suspension would serve to deter Verzosa from "manipulating the records or witnesses under his control."

Pimentel called on Pena to "take over immediately and limit the hands of those needing washing." He said he did not know what Pasco was waiting for.

"That whole parade to Moscow should really be investigated," Pimentel said. With reports from John M. Aurelio and Christina O. Avendaño

Nene wants Cabinet exec's wife grilled

From page A1

cuchi be summoned as a witness.

Asked whether he was referring to Abby Gerochi, an liberal, filed in text messages making the rounds, Pimentel said he did not know the woman "from Adam," but that he had heard "she was involved in facilitating the distribution of the fertilizer money."

"Whether that was done legally or not, I still don't know, but certainly we can ask information from her to complete our investigation, in addition to what [Bureau Agriculture Undersecretary Jocelyn "Joc-Joc"] Bolante will have to tell us under compulsion by the Senate," he said.

Pimentel was referring to the distribution of farmers' fertilizer funds, purportedly engineered by Bolante, to allies and supporters of President Macapagal-Arroyo during the campaign for the 2004 presidential election.

On the phone last night, Government Undersecretary Manuel Gerochi denied that his wife Abby was involved in the distribution of the funds.

"There can also't like has never been connected with the DA [Department of Agriculture]," Gerochi said.

He said his wife used to work for the Department of Environment and Natural Resources but retired in 1980 to go into private business. She is now a sales agent of a construction company.

Manuel Gerochi is the brother of Jose Mari Gerochi, who served as spokesman on democratic during the Ramos administration.

'Faking it'

Pimentel stressed that the Senate should again look into the fertilizer fund scam, especially with Bolante now around, so that the chamber would "not be perceived to be just paying lip service."

Bolante was arrested on Oct. 28 by representatives of the Senate sergeant at arms after his deportation from the United States. He was immediately taken to St. Luke's Medical Center, and has since been confined there for various medical tests.

Pimentel said that with Senator Drilon finding that Bolante was not afflicted with any serious ailments, the latter should be made to testify before the Senate blue ribbon committee.

"He's faking it," Pimentel said.

He also suggested in his first two sessions questioning the renewal of the inquiry into the fund scam to "take a look at the records of the case so that unnecessary harassment can be avoided all around."

Senators Miguel Zubiri, Juan Ponce Enrile and Juan Miguel Zubiri entered that the Senate cannot reopen the inquiry. They point out that the agriculture committee under then Sen. Ramon Magsaysay Jr. already investigated the matter and issued a report in 2003.

They insist that the Office of the Ombudsman is now the proper investigating body because Magsaysay recommended in his committee report the prosecution of Bolante and other DA officials.

Ombudsman Gutierrez

Gutierrez himself said Ombudsman Merceditas Gutierrez would be questioned on how she had been handling the investigation of the fertilizer fund scam, either at the inquiry he would request or during the Senate's deliberations on the budget proposal of her office.

"The priority and focus of an investigation is Bolante, but there are many questions raised on the way the Office of the Ombudsman is handling its cases," Gutierrez told dzMM radio.

Frank Chavez, the former solicitor general who filed the original suit in the fertilizer fund scam, has accused the Office of the Ombudsman of obstruction of justice and dereliction of duty for stirring up the investigation report so that it could "a prison basis case" to the scam.

Chavez yesterday told the Inquirer that he had filed a supplementary motion at the Supreme Court for an immediate decision on the case.

As evidence, he said he submitted an investigation report dated June 2008 in which it was stated that charges could be filed against Bolante, who purportedly approved the release of P14 million of the P728-million fund.

Chavez said the others to be charged were Assistant Agriculture Secretary Sharon Delgado, BA regional executive director Brenda Arnaldo, Assistant Secretary Rebelin Gonzales, DA Cashier Dolores Gonzales, DA regional accountant Raymundo Mangaoang, DA accountant Jocelyn Olave and State Prosecutor Edward, OA OIC regional executive director Rodolfo Isnani, BA inspection officer Alcharis Bragas, DA Collaborators Inds and records committee members Mila Ramos and Ofelia Montilla, BA Collaborators BAC cochair Gregorio Sangalang, and a member of John Doe.

"This proves that way before, the Ombudsman already had reports from its field offices that these officials should be charged for the scam. But Ombudsman Merceditas Gutierrez only cut us these reports," Chavez said.

Farm machines

According to Chavez, this P14 million from the total fund was allocated for the purchase of farm machines between April and May of 2004 and were based on letters of endorsement submitted by Quezon City Rep. Jeanette Tiana, then Malabon-Navotas Rep. Federico Sandoval, then Barangay Rep. and now Lipa City Mayor Oscar Gozos, and then Marinduque Gov. and now Rep. Carmencita Reyes.

The money was supposed to be used in the purchase of "shredding machines."

But according to the investigation report, the machines were overpriced and that the government could have saved P2.75 million if it bought the machines from another supplier, Chavez said.

He added that eight of the 14 machines were not functioning.

Chavez filed charges of plunder, malversation of public funds, and violation of the Constitution and election laws against Presidents Macapagal-Arroyo and Bolante and other DA officials on May 26, 2004, for P728 million and June 8, 2004, for P1.1 billion.

On Oct. 8, 2007, Chavez filed a manifestation petition at the Supreme Court to compel the Ombudsman to act on the case. In June and Oct. 24 of this year, he filed petitions for an early decision of the case.

'Speak up'

In Iloilo City, Zambales Deputy National Security Adviser Lisa "Chard" Kingson yesterday joined the chorus for Bolante in Senate his silence on the fund scam.

"We should speak up so the people would be enlightened once and for all," Singson told reporters at the Local Peace and Security Assembly led by Mayor Jerry Treñas.

He said Bolante's revelation—particularly on who had actually benefited from the fertilizer funds—would "help the country" especially at a time when various allegations were being hurled against the President.

Singson said it was "unfair" that Mrs. Arroyo was being dragged into the mess when Bolante had yet to talk. He said the latter's testimony should focus on local officials who had received portions of the fund.

"Whoever was involved in the issue should be the ones to be charged," he said in Filipino. "We cannot attribute to the President everything that's happening in our country."

Evidence

Singson also said those pushing the latest impeachment complaint against the Arroyo should "speak only the truth."

It was Singson's testimony eight years ago that helped topple the downfall of then President Joseph Estrada, his erstwhile drinking buddy.

"When I came out then, my evidence was complete," Singson said. "The problem now is that the evidence is not complete. Complainants talk but before presenting evidence. So if they really have evidence, they should show it now."

Complainants led by Jose "Joey" de Venecia III are insisting the House of Representatives' committee on justice submit complaints, the fourth to be filed against the Arroyo in as many years.

The group wants to see Bolante as a hostile witness to beef up its case against Mrs Arroyo.

"They don't have credible witnesses," Singson said of the complainants. "Sometimes, they even stretch the truth. They shouldn't do that. They should stick to the issue."

Naming names

With the House leadership dragging its feet on proposals to hold a parallel probe of Bolante, Bayan Muna Rep. Teodoro Casiño is planning to "expose" the over 100 congressmen who had received the fertilizer funds in a privilege speech next week.

Casiño said withholding the idea especially runs Malacañang is doing everything to keep Joc-Joc from telling the truth. If the banker won't talk, maybe the recipients of the fund should," he told the Inquirer, adding wryly.

Casiño said he is receiving up to 100 requests for interpellations." With reports from TJ Burgonio, Christine U. Enguerra and Cathy C. Cabacungan Jr.

Twin pleads with Abu for sister's release

By Arlie dela Cruz
Contributor

MEMORIA holds up a photo of her twin Mimi, who is being held by the Abu Sayyaf.

HOW CAN she sleep soundly when her sweet twin sister is in the jungles of Basilan, her twin sister remains a captive of the Abu Sayyaf group?

Each night getting to sleep even if she's dead-tired is very hard for Cloy Mendoza, twin sister of humanitarian aid worker Mirdie "Mimi" Mendoza, who is being held by the Abu Sayyaf in Tipo-Tipo, Basilan.

Mimi, who works for Muslimleft-Democratism Inc., a non-government organization, was abducted along with seven others by Ustadz Radullan Sahiron's group on Sept. 15, while doing community work in Tipo-Tiporoong.

Hapsin was released on Nov. 2, after payment of a "brotherhood lodging fee" of close to P2 million by her family, according to Muslimleft chair Fr. Angel Calvo.

In an interview, Calvo said Hapsin's family had no choice but to raise the money after the Abu Sayyaf threatened to cut off Hapsin's fingers and send them piece by piece to her family.

No end to cycle

But here about her sister Mimi, Cloy asked, "Is there an other way to secure her freedom without paying ransom?"

She also wondered "when the cycle of kidnapping in Mindanao is going to stop?"

In a separate interview, Cloy said memories left physical scars too deeper than any, she added.

"This is not the first time we were separated and I was always sad for both of us. But this time, it's doubly hard knowing she is in danger. I feel for pain. I feel her agony... especially now," Cloy said.

Strong-willed

Cloy, like Mimi, is involved with community work. the NGO, Strong-willed like her twin, Cloy said her prayer is for Mimi to remain strong, to never give up and to believe in her heart that they are doing everything to get her back safely.

Mimi has tried to get to touch with relatives and people to seek help, including Cloy and other family members. But, according to Cloy, the crisis management team in Basilan has advised them not to ensure the calls and visits, especially those from the local suppose.

"I know that even if I have not spoken to her she knows we are doing our best to ensure her freedom," Cloy said.

The first ransom demand Cloy received through text was for P40 million. But the latest request is for P2 million, according to Bedjay says that this had been lowered to P1 million.

Cloy has also asked the Moro Islamic Liberation Front (MILF) for help. She said she was told the Abu Sayyaf group that has her sister was picked up in an area "controlled" by the MILF.

"We are hoping the MILF leadership will take cognizance of the weak chain by Mimi and our NGO to their communities and release her without reserve," Calvo said.

Aside from the Muslimleft, two other aides in Datu Saudaga City are being sleeping nights over the fate of loved ones.

Two other hostages confirmed to be in the hands of the Abu Sayyaf are Precious C. Pelkinen, 24, a nurse kidnapped in June and Joel Anthony Bruggio, 19, third-year nursing student at Ateneo de Zamboanga who was abducted on Oct. 17 along Alonzo Street in Zamboanga City, at around 11:30 p.m.

The local task committee in Basilan said it received confirmation that Abraham, Sikchen and Hapiga were being held somewhere in Tipo-Tipo, by four Abu Sayyaf commanders who were in their 30s—Ustadz Indama, Mudtomak Amilin, Commander Long and Hadji Moya.

Hapsin confirmed the three were in the same area.

Hapsin also was going on the 49th day of her captivity through the provincial town consultation, but the Philippine Marines in the area said the militant captive was ready at anytime.

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TOURISTS continue to flock to the white sand beaches of Boracay as the island resort recorded 1,036,000 visitors in the first nine months of this year, according to the Department of Tourism. The agency is expecting the number of visitors to reach 1.4 million by the end of the year. AFP PHOTO/ROMEO GACAD

THE VERANDA of the SandCastles resort in Boracay. BORACAYSANDCASTLES.COM

Thugs seize Aussie-owned Boracay resort

From page A-1

"It's terrifying for my wife, Vivien, and 5-year-old twins," Hutchinson said.

Hutchinson, who helped build the area into a world-renowned beach resort, said he has been the victim of an organized campaign to have him run of Boracay.

"When we opened SandCastles in 1989 there were just 10 resorts here ... now there are over 100," a shaken Hutchinson told Agence France-Presse.

"The type of intimidation has been going on for three years. We thought it had stopped," he said. "This is the way things are done in the Philippines.

"There are certain elements in the country who want until you develop something, make a success of it and then they move in and force you out or they can reap the rewards."

The current dispute is over Hutchinson's 50-year lease, which still has 11 years to run.

Supt. Arnold Ardinero, Boracay police chief, told AFP he had offered Hutchinson and his family safe passage out of the resort but they refused to leave and were waiting for their lawyer.

"It is a civil dispute," Ardinero said, denying there were any armed thugs on the premises.

"Police and security guards had been at the resort all night," he said.

Contacted by the Inquirer, Ardinero said the security guards were sent by the purported property owner, identified as Edelsa Mateo, who reportedly claimed that Hutchinson's contract was for 20 years, up to 2009.

Mateo, according to Ardinero, had terminated the contract after Hutchinson subleased a part of the property. She also reportedly claimed that Hutchinson was attempting to sell the property without her knowledge. —Reports from AFP and Nestor P. Burgos Jr., Inquirer Visayas

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International Chair of IABC, a 13,000-member organization with more than 160 chapters worldwide, Ms Gibson is the founder and president of SpeakComm. She is an American based in the UK and has 30 years of experience in business communication. Her career is distinguished by more than three dozen professional awards, including an IABC Gold Quill Award of Excellence.

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ISSN 0116-2042 INQUIRER Vol. 27 No. 331

OPINION

Election lessons

EDITORIAL

BY NOW, IT IS A FAMILIAR JOKE: THERE EXIST many nations, but the gist can be summed up simply enough: When it comes to election fraud we Filipinos can teach Americans a thing or two.

Are you laughing or crying? In truth, Americans have bitter experiences with election irregularities too. Most infamously, the 2000 general election in Florida showed the world the smarmy side of American elections. In that contest, voter suppression—a longstanding punitive

with deep roots in the Deep South—reared its ugly head.

Taking no chances, the Barack Obama campaign mustered thousands of lawyers for deployment on election day this week, and a million and a half volunteers working to ensure the largest get-out-the-vote (or GOTV) operation in US history encouraged voters to get out and vote early.

Happily, the US presidential election of 2008 largely went as anticipated. The electoral sunrise drew the biggest number of voters, with the highest turnout in at least two generations. Because of the landslide proportion of Obama's victory (a margin of over 7 million in the popular vote, a margin of more 170—more than three times the size of California's share—in the Electoral College), voting irregularities have not mattered. (In contrast, George W. Bush won the 2000 election because of a disputed total of 537 votes in Florida.)

Some close state-wide contests remain unresolved as of press time, but by and large the election succeeded in reflecting the popular will. The prospect of the first African-American sitting in the Oval Office (and a young African-American family living in the White House) has not only renewed Americans' faith in their system (in which, it is said, anyone can grow up to be president) but natural global good will for the United States.

An undiagnosed infection, however, runs unchecked

Hopes and fears about Obama in Asia

ANALYSIS

Amanda Gerstmyer

PHILIPPINE RELATIONS WITH THE UNITED States have entered a period of uncertainty with the election of Barack Obama as America's first black president. The first member of an ethnic minority to be elected head of state of any major democracy in the Western world.

This is a time when Obama's election lends potentially significant ties to a moment of transfer of power. In fact, it is more significant than the election in 1994 of Nelson Mandela as the first black president of South Africa after being voted into office by his country's black majority. Following Obama's election, the Philippines and the region now reside a landslide of warm fever a national interest in which the African-American ties to the minority, winning support from a large segment of the white majority. This is one dimension of the change that took place in Sunday's election.

Foreign editorial and the domestic economic policy have been declared by Obama as the topmost items of his administration's agenda of change.

In his victory statement, Obama said, "It's been a long time coming, but tonight, because of what we did on this day, in this election, at this defining moment, change has come to America." Against this emphatic rhetoric, the pivotal question has emerged: In what form will change take place?

Obama's victory was greeted with high hopes and expectations in most of Asia which is looking to an administration in Washington that would engage the rest of the world, especially non-white and culturally diverse ones, in diplomatic dialogue instead of thinking reams of wars and power unilaterally that Bush wars also expressed in many parts of the world. The takeover of Obama would herald the advent of personal politics in Washington. Tan Shenzhou, a researcher at the Institute of American Studies at the Chinese Academy of Sciences in Beijing, said, "I am a bit worried that Obama will take some tough positions on trade issues." The Wall Street Journal reported that while there was excitement about the change in US leadership in India, there was also worry that Obama would target the outsourcing of jobs to India to protect American jobs during a period of recession. During the campaign, Obama had said that if elected, he would discourage US companies from "shipping jobs overseas" by taking away tax breaks.

These fears were shared by key sectors of Philippine business. The Makati Business Club said the local business community was concerned over the direction of the new administration on trade policies affecting the Asian region. The Philippine Chamber of Commerce and Industry echoed India's concerns over the possible loss of outsourcing of jobs. The PCCI recalled that Obama had said during the campaign that he would renegotiate US Free Trade Agreements abroad." It said, "We will have to see what form that will take, but that is a concern to us."

Despite these anxieties

Stop Internet bullying

LETTERS

I AM JUST WONDERING IF Congress can enact a law to put a stop to all the bullying in the Internet. As we write this letter, negative blogs and comments are spreading around the Net through various sites. Decent people are being harassed and many innocent souls are being shamed by these blogs and expressions are being destroyed.

I learned that in some countries, Internet bullying is a criminal act. In South Korea, the people who post comments and the like are required to declare their identities and their contact numbers for easy identification in the event someone would want to sue for libel or infringement of privacy.

In the United States, teenage suicide related to Internet bullying is getting out of control. We do not want this to happen to youngsters, even adults, who cannot stand the pressure of being tormented. I don't know if this bullying is already penalized under our Electronic Commerce Act. If it is, well and good, let's enforce it.

—CINDY RIVERA,
cindy_rivera@yahoo.com

GSIS should reimburse over-deductions on loans

THIS IS A REACTION TO THE letter from a judge from Catanduanes who claims to have been shortchanged by the Government Service Insurance System in the computation of her consolidated loan. (INQUIRER, 10/23/08)

I sympathize with her. I agree that she was indeed shortchanged, although I think that some recalculations should be made to determine how much exactly should have been deducted from her consolidated loan.

At 12 percent per annum, the monthly amortization should have been P4,879.26 (instead of P4,680.95, effective the effective rate would have been 12.1111 percent. Anyway, assuming that the difference of P9.69 represents other charges, or 11 percent per annum and 48 equal monthly amortization of P4,680.95 (inclusive of the P9.69 other charges), the outstanding principal balance after 26 amortizations should have been P93,936.99. This is based on a diminishing balance calculation at 12 percent per annum paid monthly (for 48 months).

Well, that's indeed was an overdeduction on the part of the GSIS. The Catanduanes judge and all other members of municipal councils should be reimbursed by the GSIS.

—ARIES GABRIEL,
agabriel@bsp.gov.ph

SC decision on MOA-AD misread

AFTER THE SUPREME COURT ruled by a vote of 8-7 declaring the Memorandum of Agreement on Ancestral Domain (MOA-AD) unconstitutional, the Senate mayhem phoned to ask me for comment. I was abroad, I said. I phoned the Office of Public Information of the Supreme Court to get me the decision, but they said it was over a hundred pages altogether, but obliged me with the parties and dispositive portions. That is the conclusion of the Court, and here the 15 justices voted 8-7 on the result.

I conveyed my brief and unimportant impression to Inquirer reporter Michael Lim that (1) the Court's vote was sharply divided 8-7, that a change of one vote would convert the majority decision into the minority opinion and vice versa, and (2) the MOA-AD had the support of the United States as publicly affirmed by retired US ambassadors Oscar Lima I.

Two flacks-in-law of the Inquirer thus distorted my comments and made them the lead paragraphs of their respective columns on the MOA-AD decision despite this detail having relegated it to the Page 6 columns of the first page news.

I have lamented publicly and had diplomatically sent word to Malacañang through channels that US intervention in the peace process and the participation of rabid ideologues in the negotiating panel are not to the country's interest. That the panelists modeled Neal Cruz should misread my stand between the devil's proposition but still flags.

John Nery common my comment on the 8-7 vote on the result, to the fact of the numbers in the signature pages of the decision (which I am reckoning has) need not be published because it occupies so much space). Sory dabbles, occasional, on unfamiliar grounds. For the publication, the last paragraphs of a decision are the dispositive portion, the result, the collective conclusion of the Court, and in the MOA-AD, the justices' vote of 8-7, as distinguished from the separate opinions where there can be as many as there are justices.

I hope this can be published before the issue becomes stale. I will send copies of this letter to Art Pangandoon, retired Chief Justice, and Josmin Bautista, J.L. authors to me applied by Sory.

—REV. ROBERT REYES

'Tech-Voc' more proper for 'tek-bok'

IN REFERENCE TO THE NOOR "Dismissing a tool: Stop teh-bok, tu bok" (Inquirer, 2/29/08), authored by Augusto Syjuco, head of the Technical-Education and Skills Development Authority "tek-bok" does not precisely convey what it wants to convey and so does not reflect quality education.

We should use words that are acceptable internationally. We should project Filipinos as educated and we can start by using words in their correct spelling. My suggestion is "Tech-Voc" for "technical" and "vocational."

—LARRY,
law_ny43@yahoo.com

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Pre-bid Conference	November 14, 2008, 10:00 AM
Submission of Bids	November 21, 2008, 10:00 AM
Opening of Bids	November 21, 2008, 10:00 AM

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Across the NATION

Demolition in Boracay turns violent

By Nestor P Burgos Jr.
Inquirer Visayas

ILOILO CITY—SEVERAL PERSONS were injured and a fire destroyed and damaged stalls and houses after violence erupted during a demolition on a disputed commercial residential lot along the beach on Boracay Island yesterday morning.

Supt. Larry Denoso, acting Aklan police director, said a still undetermined number of persons were hurt after unidentified persons threw stones at the demolition team and their police escorts.

Sheriffs from the Kalibo Regional Trial Court accompanied by a demolition team arrived at the 6,000-square meter property in Brgy. Manggayad in Barangay Manoc-Manoc around 9 a.m.

They were escorted by around 100 policemen from the Aklan Provincial Police Office and the Boracay Special Tourist Police Office.

Denoso said the sheriffs and demolition men were prevented by occupants from entering the property, which has been transformed into a commercial zone. The occupants put up a human barricade of around 50 persons, mostly women, to block the demolition team.

An hour-long negotiation followed between the occupants and the sheriffs but a confrontation erupted after stones and fire sticks were coming out from one of the stalls.

Police subsequently fired teargas to disperse the barricade and the protesting occupants on the fire started to spread.

Force

"We decided to force our way in to put out the fire," Denoso told the Inquirer in a telephone interview.

Denoso said the heat from the fire destroyed or damaged around 15 houses and stalls. It was put under control around 10:30 a.m.

No arrests were made but police were still investigating the cause of the fire and the identities of those who threw stones at the demolition team.

The Kalibo RTC on Nov. 3 issued a demolition order after the Supreme Court ruled with finality on the disputed property being claimed by Monroe delos Santos and more than 30 others.

Delos Santos and his co-claimants filed the petition in court claiming ownership of four cadastral lots covering a total of 10,771 square meters.

The Kalibo RTC on April 28, 1998 had issued a ruling that Jesus delos Santos and Sinsin delos Santos-Flores were the lawful owners of two-thirds of the disputed land or 9,515 square meters. It also ruled that the remaining one-third of the property or 4,393 square meters were owned by Spaniards Paul Elizalde and Juan Elizalde.

The petitioners filed appeals before the Court of Appeals but these were subsequently denied. The Supreme Court upheld the CA rul-

ings in an order promulgated on Feb. 1, 2007.

The demolition is the latest violent incident involving rising disputes on prized lots on the world's famous island resort.

A retired soldier was shot dead on the island early last year in an armed confrontation with security guards hired by a company disputing ownership of the property. Nine other armed men/intruders were hunted down. Disputes have reported on the island this year.

Jeep fare rollback takes effect in W. Visayas today

By Nestor P Burgos jr. and Carla P. Gomez
Inquirer Visayas

ILOILO CITY—WHILE MOST COMMUTERS in the country already enjoy the rollback in jeepney and bus fares starting Wednesday, residents of Western Visayas will have to wait until today and Monday next week to get a 30-centavo rollback on jeepney fares.

Cause-oriented and consumer groups on Panay Island want a bigger reduction in jeepney fares.

The Land Transportation and Franchising Regulatory Board (LTFRB) regional director Ruffo Clavel said on Wednesday that the 30-centavo rollback mandated increase in jeepney fares in the region would be restored effective today, bringing the fare down to P7.50.

On Nov. 10, a rollback of P1 for air-conditioned buses and 50 centavos for non-air-conditioned buses will also take effect, Clavel said.

The P10 add-on in taxi fares has not been rolled back, he added.

Jerome Ortega, United Negros Drivers Operators Center secretary general, said they would not oppose the fare reduction but would also want a large rollback in diesel and gasoline prices.

Elizabeth Tatalon, Federation of Jeepney Drivers Associations president, said they were prepared to comply with the rollback and were just waiting for the official order of the LTFRB.

Petitioners representing the Bayan Consumer Alliance, however, asked the LTFRB in Western Visayas to implement an additional reduction of 50 centavos to P1 for the first five kilometers and a corresponding reduction for the succeeding kilometers.

DPWH execs charged with graft over bidding

LEGAZPI CITY—A RETIRED GOVernment engineer and officials of the Department of Public Works and Highways face graft before the office of the Ombudsman for alleged flaws in the bidding and construction of roads that Sen Kalinga and Mt. Province in Cagayan.

Dolfo Pico, former district engineer of Mt. Province and Ajanjo, and DPWH Cordillera Director Mariano Alquizo and his deputy Daniel Domingo, last month for allowing contractor to proceed with three road projects despite what he believed were defects in the way their drainage systems and foundations were designed.

Pico said Alquizo and Domingo authorized payments for the projects upon their completion, despite these problems.

The DPWH has since taken note of the defects and scheduled repairs, he said.

But funding the repairs may take time because Kalinga Rep. Manuel Agyao, a former DPWH assistant secretary is fighting to justify the allocations for Kalinga and Mt. Province in the government's 2009 Regular Infrastructure Fund, Pico said in his complaint to the Ombudsman.

"The defects and deficiencies occurred due to the two officials' negligence," he said.

Pico also worked as political adviser of Agyao and was part of several monitoring teams.

The inquiries cited so much officials of the DPWH Cordillera as customers on Pico's complaint on Thursday. But Alquizo did not return calls from Tuguegarao City, while Domingo was in Metro Manila for a budget hearing.

The projects that Pico cited in his complaint are the improvement and concreting of the 15-km stretch of the Bontoc-Tabuk-Tuguegarao Road and the Balinge-Mes Road.

Substandard

"Substandard implementation of the project is very glaring based on the status of the completed works, particularly defects in the components of the road including sub-base and base course, (the) gravel shoulder, RCP [the reinforced concrete pipe] culverts, and PCCP [the Portland cement concrete pavements] which can be validated if investigation [would] be made," the complaint said.

Pico said the PCCP deterioration, which Agyao's office had financed, should not occur because only PCCP has a 25-year lifespan.

He said the only deduction any engineer can make about these roads is that "they were poorly built.

In October 2007, Public Works Secretary Hermogenes Ebdane Jr. suspended several Cordillera government engineers and ordered the suspension of the Abatan-Bontoc-Highway, the primary road that connects Benguet and Mt. Province to Ilagan City.

Ebdane had discovered that stretches of the highway were substandard. Vincent Cabreza, Inquirer Northern Luzon

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PLAYTIME
A child is happy to be with her dad while waiting for her parents to come home from work at Magsaysay town, Camarines Sur.

Radio reporters get death threats

LUMBOYO CITY—REPORTERS OF A Catholic-run station here continue to receive death threats after the station aired about charges against an Army colonel for earlier threatening one of their colleagues.

An executive of Radio dzMS confirmed to the Inquirer that one of the callers had asked him to "put an end to the issue against Lt. Col. Arnold Buco or he (station head) darling Ali Grab Day."

The issue against Buco started when he berated and confiscated the cordless and communications equipment of dzMS reporter Loreto Rosario while the latter was covering the fire that gutted an ammunition dump inside the military headquarters in Diarell Kabasaran province on Dec. 31.

"He was yelling at me, his eyes as if on fire, and he cursed me when he found me inside the camp near the ammunition dump," Rosario said, who added that the coverage had been properly coordinated with other military officers.

Lt. Col. Alberto Ando, spokesperson of the military's 6th Infantry Division, had apologized for the incident.

But the dzMS executive said Buco appeared to be in mind that the matter has persisted.

The station official said aside from the calls, they also receive threatening text messages.

The Inquirer learned that Loreto's case was not the first harassment case against Buco.

In June 2008, the Army official was also accused of harassing Mike Manzo, program director of the Catholic-run Radio dzMS in Bulgaonan.

Manzo told Buco, then commander of the 46th Infantry Battalion, had accused him of being a full-pledged member of the New People's Army (NPA).

Manzo, a veteran broadcaster who won awards for his works, said Buco was mad at the station because it refuses to stop broadcasting the NPA and militant organizations.

The National Union of Journalists of the Philippines (NUJP) viewed the threats as very serious in the light of the attacks against journalists.

"We understand spokesperson Lt. Col. Arlene Ando has apologized for the incident. It speaks well of Ando but highlights the utter arrogance of Buco. The only conclusion we can draw is that Buco thinks he can get away with what he did, just as many of the human behind the scenes of unsolved media murders did," Fermina Pecson, executive coordinator of the NUJP said.

The International Federation of Journalists (IFJ) said it was also alarmed by Buco's attitude and the threats directed against dzMS reporters.

"As when Communists, the IFJ said journalists should be able to practice their craft without suffering constant verbal and physical abuse.

"The perpetrators of these threats demonstrate a lack of understanding of the responsibility of the media to act professionally as watchdogs of good governance and the public interest as they report on what is controversial issues," the group said. — **Jeoffrey Maitem** and **Charlie C. Señora, Inquirer Mindanao**

NEWSBRIEFS

■ **MALAYBALAY CITY**

15 dead in collision

FIFTEEN persons were killed while 33 others in a truck that veered to an 1,000-kilometer ravine in Dangcagan town in Bukidnon on Wednesday afternoon.

Police said the truck's wheel ruptured when it crashed a curve in Sitio Mahayag in Dangcagan town in Bukidnon.

"It slammed on the approaching van. All the passengers in the van died on the spot," said Tarantia Tapia-Salmos said.

Salmos said that the truck ended in a high-way canal, one second recognition.

"It was a terrible sight," she said.

Six victims died after they died.

Grace Carol Alibuk, Inquirer Mindanao

■ **HAVRE CANTE**

Bus falls into field, 1 dead

A 56-F driver died and 29 passengers were hurt after a Manila-bound passenger bus fell into a riverbed and hit a tree but in Kanot at 5 a.m. Thursday, police said.

The driver Lloyd Dee bound for Manila skidded into a riverbed along Centennial Road in Barangay Tinmo Mo Ma as it tried to evade a motorcycle which tried to overtake the bus.

The hot dealer identified as Gil Magnesio, 19, died after the bus fell into his open bed. The motorcycle driver fled.

Ajoy Pono and Rose Lupton, Inquirer Southern Luzon

■ **BOCAUE, BULACAN**

2 hurt in firecracker blast

TWO WORKERS in a firecracker factory in Barangay Igulot were wounded on Wednesday when the products in a shanty where they were working exploded.

Manfred Lopez, 30, and Michael Albate, 31, suffered minor burns when the materials they were using in making the products exploded and started a fire that razed the shanty, police said. Police arrested the factory owner, Robert Alba, 37, after they learned that it had no permit from the local government.

Cornelio Reyes, Inquirer Central Luzon

■ **BACOLOD CITY**

Tornado destroys 33 houses

A TORNADO hit the coastal villages in Barangay Zone 9, Talisay City, 7.5 kilometers north of Bacolod, destroying 33 houses and damaging 50 others at about 11:30 a.m. yesterday.

Talisay Mayor Eric Escalante said the residents said hot swirling winds lifted their houses into the air, destroying them as they fell.

A mother who identified her three children from the falling parts of houses was hit on the head and slightly injured, he said.

The terrifying wind lasted for just a few minutes but it destroyed 40 houses and damaged four others in Purok Lagaka, while Barangay Puerto Tubong, 20 houses were destroyed while nine 50 others were damaged, the mayor said.

Heavy rains spawned by tropical depression "Quinta" also caused flooding in Bacolod City's main streets and the cancellation of boat trips to Iloilo.

Carlo P. Gomez, Inquirer Visayas

■ **ZAMBOANGA CITY**

Sayyaf leader nabbed

AN ABU SAYYAF leader who has a P5-million bounty on his head was captured in Sulu on Wednesday due to the help of informer-turned-surrendering rebels like Jamil Tarik Frazer Comol, a military spokesperson said yesterday.

Maj. Eugene Batara Jr., spokesperson of the Western Mindanao Command here, said Sakiria Asnakan Sahalan, 104 was captured by government security forces in downtown Jolo around 8:45 a.m.

Said is reportedly a sub-leader of the group formerly headed by slain Abu Sayyaf leader Sulih Antong alias Commander Robot. Batara said the suspect faces a number of charges, among them the killing of civilians in Sulu.

Julie Alipala, Inquirer Mindanao

NFA runs out of storage for palay

BULACAN, Philippines—Seemingly with palay (unhulled rice) sold by farmers, the National Food Authority in Bulacan is running out of cash and warehouses to store the grains, an NFA manager in Bulacan said.

Ramon Carreon, NFA manager in southern Bulacan, said his office has opened three warehouses in Malolos and Hagonoy and Plaridel and Pandi, and Dagupan strive to store the grains bought from local farmers.

Carreon said the warehouses in San Carlos City and Binalonan, where farmers harvested palay earlier, have been filled, prompting the agency to look for more warehouses in the city.

He said the NFA can run of sacks and asked farmers to either donate the sacks to the agency or sell them for P5 (more or P3 (cash).

But the farmers said a new sack costs P12 and donating or selling them to the NFA, a lower price would mean economic losses to them.

18 percent

Carreon said NFA warehouses and facilities are not enough to store palay because the agency has to buy more grains from farmers this year.

Today, a secret meeting with farmers groups, President Macapagal-Arroyo ordered the NFA to buy 18 percent of the 300 million bushels of local farmers.

Carreon said the NFA does not buy palay in August and September, but the agency has already bought 600,000 bags (at 50 kilograms each) during these months. It bought at least 1,20,000 bags in October.

Carreon said the NFA has bought at least 200,000 bags of palay worth P100 million.

He placed the NFA's daily purchase at 6,000 to 7,000 bags. Inquirer Southern Luzon

19 farmers occupy Negros land of ex-solon

By Nancy G. Rosarda
Inquirer Visayas

DUMAGUETE CITY—TENSION BROKE OUT in Barangay Tillarosi, Bayawan City, about 105 kilometers south of here, when agrarian reform beneficiaries allegedly forcibly entered the agrarian reform-covered land of Negros Oriental third district Rep. Herminia Teves.

Provincial police deputy director for operations Supt. Roy Lyndon Lorca said shortly reports reaching the police provincial command indicated that the beneficiaries drove away the security guard of the Teves property and occupied the disputed land.

The Teves property totaling 33 hectares, straddles barangays Villarosi of Bayawan and Cenizarbo of Sta. Catalina. It was placed under the Comprehensive Agrarian Reform Program (CARP) and awarded to farmer-beneficiaries but Teves has refused to give up the land due to a dispute with the Department of Agrarian Reform over land valuation.

Lorca said personnel from the police PNP's Mobile Group, headed by Chief Insp. Julius Muñoz, were sent early yesterday to check the report and "to diffuse the tension."

Lorca also said that Muñoz and his group, together with the Bayawan PNP, were also trying to verify the report that armed men have been spotted in the area.

He also said that Muñoz reported that there was talking of shots but none yet shooting anybody. The police have yet to determine whether the shots came from, he said.

The 33-hectare land has been a subject of intense dispute between its owners and some 19 beneficiaries. The Supreme Court earlier ruled that the land is subject to CARP.

But the Teves questioned the valuation of the land, saying the government placed it at P1 million per hectare, which is way down below the valuation of other CARP-covered lots in Negros Oriental.

The beneficiaries have long been demanding that they should be installed on the Teves land, but DAR Regional Director Rodolfo Isaac said he needed the police to ensure that no one would be hurt in the installation.

However, he said under the policy of the police, a directive from the police chief should be issued before the local police could provide security in installing agrarian reform beneficiaries.

Isaac said they were still waiting for such a directive from the PNP before DAR could install the beneficiaries.

Fashion critics rip Michelle Obama dress

MICHELLE Obama and US First Lady Laura Bush bump elbows as they arrive on the stage following Barack Obama's speech after being declared the winner of the 2008 presidential election in Chicago on Tuesday. Michelle is wearing the controversial black and red dress. REUTERS

WASHINGTON—BARACK OBAMA's victory speech cheered the nation, but the dress his wife, Michelle, wore has been widely criticized, The New York Times said yesterday.

Michelle Obama appeared on stage at a huge Chicago rally late Tuesday wearing a black cardigan over a scoop-neck black sheath with splashes of red in the upper and lower half separated by a band of black at the hips.

The outfit was a slightly modified version of a dress presented by designer Narciso Rodriguez in September for the 2009 spring season.

"I voted for Obama, but I didn't vote for that dress," hairstylist and mother-of-three Jessica Breitenbach from Wisconsin told The New York Times.

"I don't know what was worse," Chicago lawyer Karla Wright told the paper, "that stupid criss-cross band around the middle or that black spot of leather coming up from the bust."

Not all comments were negative.

"That dress was unpretentious," Julie Gilhart, fashion director of New York's top-price Barneys clothing store, told the Times. "I said, 'Be who you are—don't let someone else tell you how to be.'"

Michelle Obama does not use a personal stylist, Obama staff members told the paper.

"Certainly, her style is a departure from the starchy attire that first ladies historically favored," the Times wrote. "In the heat, it promises four lively years of fashion watching at the White House." AFP

LUCKY STUDENTS Paul Michael Thomas Cruz and Anne Marie Llorong have received invitations to attend the swearing-in of Sen. Barack Obama as the 44th president of the United States in Washington on Jan. 20, 2009.

2 RP studes get invites to Obama inauguration

From page A1

ers of the University Presidential Inaugural Conference (UPIC) for their outstanding achievements during the Global Young Leaders Conference (GYLC) held in June 2007 in Washington and New York, according to Emil Ong, a director at the Stanley International School in Libis, Quezon City.

The two students were Ateneo high school seniors who they represented their alma mater to the GYLC. Llorong, 18, and Cruz, 17, are now college freshmen.

According to its website, UPIC offers delegates "the opportunity to take part in and personally witness the historic events of the presidential inauguration and challenges students to greatly enhance their understanding of a presidential campaign."

"I dropped the invitation on the table the first time I read it, and had to read it at least five times to make sure it really had my name on it," Llorong told the Inquirer yesterday at her Parañaque City residence.

"Just the thought of being in the same room [with Obama] makes me giddy. I showed the invitation to everyone in school, and everyone got really excited," she added.

Should she be grouped as audience with Obama, Llorong said, she would pose some tough questions for the new leader of the free world: "What was he doing when he was 18 years old and what can he do for the Philippines?"

Llorong said she envied her Obama in the New A presidential election, her admiration for Democratic Senator New York Sen. Hillary Clinton in the Democratic primaries.

The invitation, however, is a not an all-expenses-paid affair.

Llorong said she would have to raise around P4,000 (roughly P200,000 to cover UPIC "fees" and airfare for the trip). "I could not hide my excitement. I really want to go, but the problem is, I am still raising the funds to make it to the inaugural," she added.

The UPIC website said "retreat" charged for its program covers the cost of events and activities, hotel accommodation for four nights, meals, and transportation during the conference, hotel tips and taxes, and group insurance.

Conference participants... also called "inaugural scholars"—are responsible for their own travel to and from the Washington DC area, it added.

Ong said the UPIC invitation was made on behalf of members of the US Congress, particularly the Honorary Congressional Board of Advisors.

"On behalf of the IUPIC, it is my great pleasure to inform you of your selection to come to Washington as an inaugural scholar and take part in this historic occasion," UPIC Managing Director of Education Dennis L. Snyder told his letter to Llorong.

As inaugural scholars, Llorong and Cruz will be part of a five-day series of special events and activities commemorating the inauguration of the US president and vice president, the letter said.

The students will join other invited participants at the National Mall to the morning of Jan. 20 and experience firsthand the grandeur of the inaugural parade and presidential memorials that will take the new US leaders from the Capitol Building to the White House, the letter added.

According to their itinerary, Llorong and Cruz would also have an opportunity to meet members of the US Congress, White House officials, presidential historians, political experts and other government personalities. The students would cap their activities by attending a black-tie inaugural gala at the White House.

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Syncrolab Philippines

MARKETING TO OFWs
Hunting the Golden Goose
Ms. Donita Mapoo
Head
Wireless Consumer Division
Smart Communications, Inc.

MARKETING TO THE YOUNG
Heeding the Call of the Young
Ms. Bev Cubacia
Founder & CEO
Level Up! Inc.

SURVIVAL MARKETING
Profiles of Survival
Ms. Candice Iyog
VP for Marketing & Distribution
Cebu Pacific Air

BRAND AMBUSH
Intrusive and Other Creative Ways of Reaching out to Your Market
Ms. Venus Saveda
Managing Director
Universal McCann

MARKETING ONLINE
Using the Web to Capture Your Market
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GroupM Philippines
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Back to reality for Barack Obama

From page A1

Asia's benchmark Nikkei index broke a five-session winning streak to close 7.6 percent. Markets in Singapore, Australia and mainland China also dropped sharply.

Trading losses in Asia, European stocks gave off to a weak start, with benchmarks in Germany, Britain and France down about 3 percent. Russia's MICEX tumbled 8 percent, prompting the bourse to announce that trade would be suspended for an hour.

The pullback was in line with Wall Street, where investor optimism surrounding Obama's election evaporated in the face of gloomy economic news. The Dow Jones industrial average, S&P 500 index and Nasdaq composite index all plunged 5 percent.

US stock markets futures were down, suggesting Wall Street would open lower on Thursday. Dow futures were down 2.1 percent, while S&P futures were down 1.4 percent.

A GMF plot America elected Barack Obama as its 44th president, union campaigners work on the reviewing stand for Obama's inaugural parade on Pennsylvania Avenue in front of the White House in Washington. Barack Obama will be sworn in on Jan. 20, 2009, as the next US president. AFP

Bleak warnings

A day after his landslide victory, President-elect Obama faced not only a chorus of congratulations from around the world but also bleak warnings about the creeping global recession that is certain to extend the top of his in-box when he takes the reins in Iraq and Afghanistan.

World leaders and investors are looking forward to Obama's appointment of the key members of his economic team, particularly by the new US treasury secretary who could oversee the $700-billion Bush bailout as he tries to buy distressed assets and shore up ailing financial institutions.

"Even though there's a lot of optimism and a lot of excitement around this new president, I think it's going to be very difficult for anything quick to happen," said Dean Baldwin, president of Baldwin Financial Group in Kansas City.

"Today we just feel really sat in that ... we're still losing jobs and we still have enormous spending to very low levels and we're heading into a holiday season that looks like it could be one of the worst," Baldwin said.

Data released on Wednesday showed 333,000 employees cut in a larger-than-expected 157,000 jobs in October, prompting another whopping drop in stocks on Friday when the labor department is scheduled to issue the more market-sensitive nonfarm payrolls data.

The Institute for Supply Management also reported that the service sector—the largest component of America's gross domestic product—contracted sharply in October as new orders and employment fell.

A survey also showed global services activity last month fell to its lowest since 2001. In Britain, manufacturing suffered its longest decline since 1980.

In another ominous omen of the world has been spared the crisis, the International Monetary Fund (IMF) approved a hefty $16.5-billion loan for Ukraine.

There were also reports of more job losses from big companies.

Sources said investment bank Goldman Sachs planned to lay off another 3,200 employees. Rupert Murdoch's News Corp.—which owns a TV network, movie studios and The Wall Street Journal—said it would carry out cost-cutting measures across all its businesses.

Adding to the gloom were dismal corporate reports, which sparked sell-offs in stock markets.

In Tokyo, Toyota fell 10.5 percent after it slashed its earnings forecast for the year to less than a third of what it was the previous year. The world's biggest automaker is the latest casualty in an industry hit hard by the slump.

Japan's finance ministry said 29.7 percent after the trade makers announced a larger-than-expected fall in full-year earnings estimates the previous day.

Negative indicators

Negative economic indicators out of the United States weighed heavily on shares of electronics companies in Asia. Japan's Hitachi Corp. lost 9.5 percent, while South Korea's Samsung Electronics Co. declined 4.6 percent.

Hong Kong's Cathay Pacific plummeted 9.9 percent after the carrier's sales third largest decline, warned that full-year results would be "disappointing" due to slumping revenue and losses from hedging to jet fuel costs.

Asian bourses marked 2007 peak after the trade makers announced a larger-than-expected fall in full-year earnings estimates the previous day.

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Pressure to cut rates

Amid mounting evidence the world economy is slowing, the European Central Bank (ECB) and the Bank of England have come under pressure to slash borrowing costs by a second straight later on Thursday.

The ECB, seeing at the first rate in four-wide recession since its inception in 1999, is non-certain to cut its benchmark rate by half a point to a two-year low of 3.25 percent. But interest rate traders are pricing in a cut of 75 basis points.

A half-point reduction would match the Oct. 8 emergency cut made in unison with the US Federal Reserve and other major central banks. A larger reduction would be the ECB's biggest ever.

There is also mounting pressure on the Bank of England's Monetary Policy Committee (MPC) to are aggressively with 6-month interbank lending is a 75-basis-point cut.

Some economists are even calling for a full percentage point cut or more, which would be the MPC's most dramatic move since it "who will up 11 years ago.

The US Federal Reserve and central banks in Japan and China cut rates last week to shield their economies from the crisis that began when a US housing boom soured 18 months ago. Australia kicked off this week's round with a hefty 75-basis point cut.

Hopes raised

Obama's victory along with the Democrats' tighter grip on Congress, has raised hopes of a speedier injection of billions of dollars aimed at stirring up the sagging US economy.

But the first black US president has to wait until Jan. 20 until you to move into the White House and power his mantle to tackling the worst economic crisis since the 1930s.

What more, the onus is on the current Bush administration and central banks and governments elsewhere to act.

A senior official said President George W. Bush would urge leaders of the world's 20 major economies at a New 15 summit in Washington next to take the global economic crisis as an excuse to need trade barriers and stifle markets.

Bush, Rita officials, who gathered in Rita ahead of their meeting, called for large emerging economies such as China and Brazil to have a greater say in managing the world's financial system.

"Our intention for next year, 2009, is for 100 percent of global economic growth to come from emerging market nations," said John Lipsky, the IMF's first deputy managing director. Report full text Reuters, AFP and AFP

Obama starts building his team for White House

From page A1

ss, and Bob Rubin, his Senate chief of staff.

The transition team will oversee the job of vetting Cabinet nominees and preparing the vital first political moves of the new administration.

In turning to Emanuel and Podesta, Obama sought out two of the hardest-fighting lieutenants of President Bill Clinton's administration, known for their in-your-face tactics, political savvy and no-holds-barred approach to politics.

Neither man is considered a practitioner of the "new politics" that Obama promised on the campaign trail to bring Republicans and Democrats together, suggesting that the civil and confidential area president is determined to demonstrate toughness from the beginning.

With the election now behind them, the Bush and Obama teams began the delicate 77-day transition until inauguration. The General Services Administration earned over 120,000 square feet of office space in downtown Washington for the Obama transition team, and select Obama advisers were due to be given access to security clearances.

Intelligence briefings

Beyond choosing staff members, Obama must decide how active he intends to be in assisting leaders-in-waiting the transition. The economic downturn is so dire, it may demand immediate action from a newly elected president, but Obama advisers are wary of taking ownership over decisions made by Bush.

Obama began receiving highly classified briefings from top intelligence officials on Thursday.

Already, Russia was threatening to put missiles alongside US-ally Poland if President Bush's plan for a missile defense shield in Europe is not canceled. In Afghanistan, US-backed President Hamid Karzai demanded that Obama "put an end to civilian casualties" by changing US tactics to avoid air strikes in the heavily populated countryside.

Obama's staff said he would address the media by the end of the week, but Cabinet announcements were not planned that soon.

With hundreds of jobs to fill before his Jan. 20 inauguration, Obama and his transition team confronted a formidable task complicated by his unpredictable campaign rhetoric.

The official campaign website said no political appointee would be permitted to work on "legislation or contracts directly and substantially related to their prior employer for two years.

And no political appointee will be able to lobby the executive branch after leaving government service—another line in the sand aimed at the lobbyists of the administration."

Because they often have prior experience in government or politics, lobbyists have routinely filled out the list of potential appointees for past presidents of both parties.

Jockeying for Cabinet posts

There already was jockeying for Cabinet appointments.

Several Democrats said Sen. John Kerry of Massachusetts, who was a new entrant to the US Senate, was angling for secretary of state. They spoke on condition of anonymity, saying they were not authorized to discuss any private conversations. Kerry's spokesperson, Brigid O'Rourke, disputed the reports.

In light of the financial crisis, Obama is expected to quickly name members of his economic team. Former Treasury Secretary Lawrence Summers, who served in the Clinton administration, and Timothy Geithner, president of the New York Federal Reserve Bank, are among the names being mentioned for treasury secretary.

Treasury Secretary Henry Paulson has pledged to work with Obama to ensure a smooth transition. He has already set up desks and phones here at the department where Obama's incoming treasury team can work between now and the inauguration.

First day as president-elect

Obama began his first full day as president-elect by having breakfast with his daughters, the type of everyday family activity he often had to sacrifice during the nearly two-year marathon campaign.

Afterward, Obama left the Senate and spent an hour at a friend's apartment building, where he runs his gym. Then it was back home to get up for more meetings in the office—where he held a conference call to thank campaign staff around the country.

Asked how much sleep he'd gotten on the night of the historic victory, Obama told reporters: "Not as much as I'd like."

Obama planned to stay in Chicago through the week, with a quiet weekend at home like one still trying to figure out arrangements regarding his grandmother, who died Saturday. A trip to Hawaii for the small private memorial the requested was likely by the end of the year.

NEWS

It's 'generics only' for gov't hospital patients

By Dona Pazzibugan

DOCTORS IN PUBLIC HOSPITALS WILL SOON be prohibited from prescribing drugs under their brand names as part of the government's drive to lower the cost of medicine for the poor.

The "generics only" rule for government doctors begins on Nov. 21, when the implementing rules and regulations (IRR) of the cheaper medicines law, or Republic Act 9502, goes into effect.

Under the IRR, all doctors working in public hospitals, whether full- or part-time, will be required to write down only the generic name of the drug they are prescribing.

The Department of Health is promoting the use of generic drugs which are just as effective and much cheaper than brand-name medicines.

RA 9502, or the Universally Accessible Cheaper and Quality Medicines Act of 2008, which was signed into law in June, aims to bring down the prices of medicine by encouraging more competition through the importation of cheaper patented drugs from abroad and through the promotion of cheaper generic drugs.

Health Secretary Francisco Duque III told a press briefing yesterday the government aims to bring down medicine prices to at least 30 percent below 2008 levels.

Robert So, program manager of the DOH's pharmaceutical management unit, said 2000 was used as the benchmark because that was when the then newly installed President Macapagal-Arroyo made a promise to bring down medicine prices.

He said that unlike food, "prices of medicine are relatively stable despite the oil price increases."

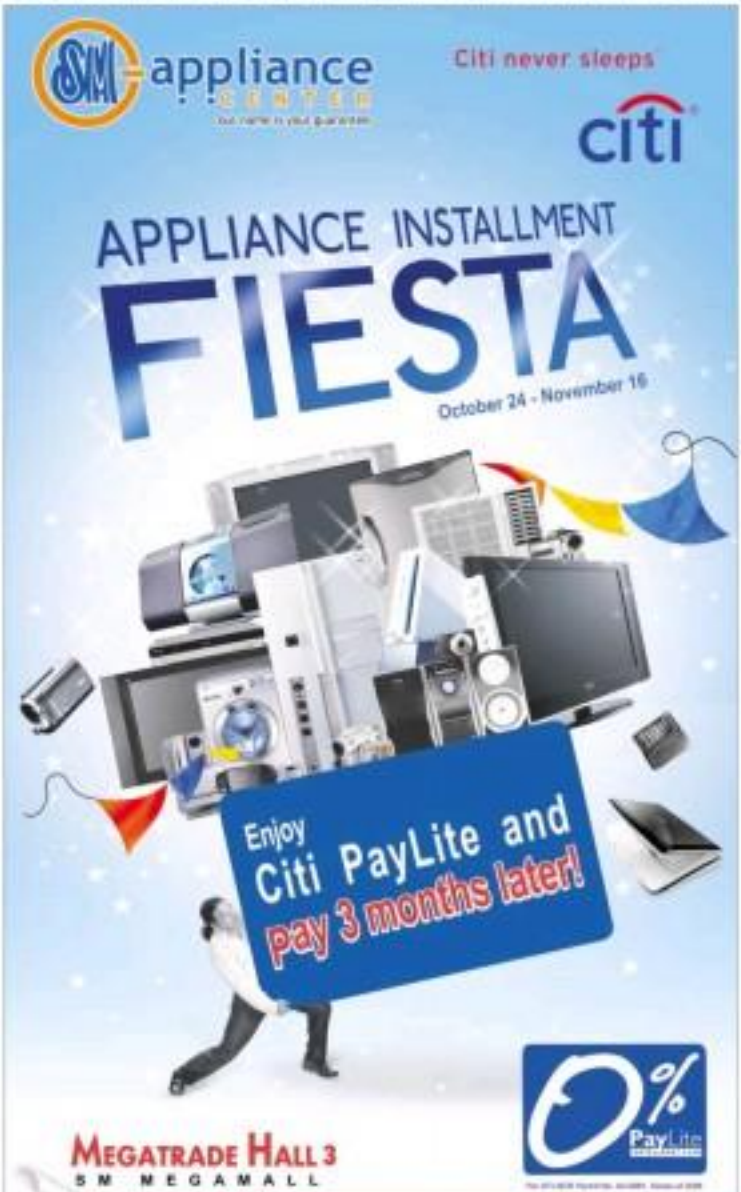
Under the IRR, all government agencies will be required to use the generic drug names when they purchase, prescribe, dispense, administer or administer drugs and medicines.

The generics-only prescription rule applies to all doctors employed by the government, public or volunteer medical consultants in government facilities; doctors maintaining private practice in government facilities; and all other public health workers.

If a patient asks for a branded drug, government doctors can recommend one but they cannot write it down on the prescription.

Private doctors are also required to use generic drug names but are allowed to include the brand name on the prescription.

Drug stores, pharmacies and "mini-medicinal markets" like supermarkets and convenience stores will also be required to inform buyers about other "drug products having the same generic name, together with their corresponding prices so that the buyer may adequately be informed to exercise his option."



Solons push time-off for inmates who study hard

PRISONERS WHO JOIN LITERACY, SKILLS and values development programs will get good conduct time credit equivalent to a maximum of 15 days for every month of study time, under a proposed bill in the House of Representatives.

House Bill No. 4920 is a consolidation of three proposals by Representatives Raul Gonzalez Jr., Teodoro Locsin Jr. and Pablo Rodriguez.

Gonzalez said encouraging prisoners to enrich their minds or acquire new skills would help them become productive citizens, making it easier to reform society.

"The granting of good conduct time allowance will result in the reduction of their incarceration period. This measure has a decrease in the overall cost of corrections throughout the republic," he said in a statement.

Locsin said the bill would serve as an incentive for prisoners to reform by showing they can behave humanely in prison.

The proposed law would apply to those who have turned or who are moving toward growing a grandfather or college degree, an elementary or high school diploma, a vocation or teaching skill, or a values development certificate.

Inmates who teach subjects or courses would also be granted time credit, according to the bill.

The proposal would apply to those serving their sentences by virtue of final judgment as well as those in detention centers undergoing trial or whose sentences are under appeal.

The Department of Education, the Technical Education and Skills Development Authority (Tesda) and other recognized institutions and organizations would be tasked to administer the programs.

Meanwhile, Bureau of Corrections Director Oscar Calderon has appealed to victims and their families to give freed convicts a chance to reintegrate into the community.

Calderon, who used to head the Philippine National Police, said he believed convicts who had been locked up 12 years or more had undergone major changes in their behavior.

"From an intervention approach, our prison system is now focused on the corrective and reformatory aspect of the inmates' characters," he said recently during the observance of the 14th National Correctional Consciousness Week at the New Bilibid Prison in Muntinlupa City.

"Convicts, regardless of the crime they've committed and their stance in life, must be given a second chance," Calderon told the inmates.

He said a number of inmates had become skilled workers while serving time.

"Many of our inmates earned their diplomas from books and are now skilled laborers. Some were learned as prison clergy," Calderon said. Zeila B. Sakiwen and Marlon Ramos

2 quakes rock Bicol, Samar

LEGAZPI CITY—AN EARTHQUAKE JOLTED the Bicol and Samar provinces on Thursday at 3:08 p.m., the Philippine Institute of Volcanology and Seismology in Manila reported.

It said the tectonic quake with a magnitude of 5.1 was located 43 kilometers northeast of Sorsogon.

It was felt in Sorsogon City, Catarman, Northern Samar, Legazpi City, Albay, Virac, Catanduanes, and Calbayog, Eastern Samar.

Earlier in the day, at 9:44 a.m., a magnitude-5 earthquake also rattled the same areas.

No damage or aftershocks were reported, state seismologists said. Aphrodite Aguilar, Inquirer Southern Luzon

Aplus METRO
Editor Estre G. Dipasupil
Tell us your feedback: inquire.net/comments/ or by message to 2291 (Globe) or 293 (Smart) E-mail: ar_metro@inquirer.com.ph

ten tech items

SPEEDING ON HIGHWAY

13 hurt in new bus accident on Edsa

By Beverly T. Mahinidad

ANOTHER SPEEDING BUS WAS INVOLVED IN an accident on Edsa in Mandaluyong City yesterday morning.

Though there was no fatality, 13 passengers—nine women and four men—were wounded in the collision between an HM bus with plate number TYK-375 and a JRMD bus with plate TDH-502.

Passengers told state investigators of the Mandaluyong Traffic Office that the HM bus driver, Fernando Dayro, 41, was speeding on the southbound lane of Edsa (near SM Megamall) when it hit the rear end of the JRMD bus driven by Joey de Guzman, 37.

Conditions on the highway were particularly hazardous that morning because it was raining, investigators added.

The Mandaluyong Traffic Office said Dayro could be charged with reckless imprudence resulting in damage to property plus multiple physical injuries.

But the 13 passengers did not file any complaint and were instead trying to settle with the bus companies, investigators said.

On Oct. 21, a dawn duel and thrice people were injured when two buses racing against each other hit a car causing it to burst into flames. Authorities suspended the franchise of the Joanna Josh bus line for 30 days.

Just the other day, a Nicholas Albert bus hit a Metro Rail Transit post and then slammed into another bus, also on Edsa, leaving 15 passengers injured.

Sunflower Main Concern: Consumer Well-being

Officials of Croley Foods, maker of Sunflower, express its thanks to the Department of Health and the Bureau of Food and Drugs for speeding up the tests and immediately announcing the results to the public in the shortest possible time.

With the official findings that all of the Sunflower with its many variants are melamine free, Croley reaffirmed that its principal concern in selling the product is the well-being and health of the public. As in the past 31 years, Croley has and will continue in its commitment to provide tasty, quality products to the country and abroad.

The resumption of the operations of the company is greatly welcomed by hundreds of fair workers and employees and their families whose economic interest was adversely affected. The product which is widely accepted abroad can generate timely export earnings for the country especially during current economic difficulties.

The principals of the company who are Christians cited the wisdom, strength and grace that were granted to enable them to overcome and to continue in pursue the goal of producing high quality products.

The company acknowledged the support and cooperation of all sectors including various government entities, the media, its distributors and the unbiased public.

Hunt on for 2 suspects in former mayor's slay

LAND BANK OF THE PHILIPPINES

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

Item Description	Approved Budget	DATE/TIME			Bid Participation Fee
		Time and Conference	Deadline/Opening of Bids		
5,000 Kg. MANUAL Standard Combustible Load (5,000 kg. CSC) COMPLIANT - Weight Scale, 2 pcs. 20 kg. Set Of Mt. Material Pull Tester Duty Model Lumber Conforming to ANSI Specifications	₱ 1,500,000.00	November 19, 2008 10:00 AM	November 21, 2008 10:00 AM		₱ 2,150.00
Lumber, Standard Size (2"x4"x12'-0") SPF (20 Mt. Material Pull Tester Duty Model Lumber Conforming to ANSI Specifications	₱ 700,000.00				
2 pc Student Arm Desk Equipment (Tremolux, Metallic Material Expenditure and Expenditure for Material Testing and Accommodation) and Ancillary Equipment as per Attached Plans, Details, Materials	₱ 3,000,000.00	November 19, 2008 10:00 AM	November 21, 2008 10:00 AM		₱ 4,800.00

The Bid Documents are available at the Procurement Department upon payment of non-refundable fees indicated above.

A Pre-bid conference will be held at Procurement Department Meeting Room, 28th Floor, LANDBANKER Plaza, 1598 M. H. del Pilar cor. Dr. J. Quintos Streets, Manila, Manila, at the time and date indicated above.

Please address your queries to the Head Procurement, Bids and Awards Committee, or call 405-7370 to 80 local 7370.

LANDBANK reserves the right to accept or reject any bid, to annul the bidding process, and to reject all/part of any bid/part of contract award without thereby incurring any liability to the affected bidder(s).

BIDS AND AWARDS COMMITTEE

(1st) – November 7, 2008

PHILIPPINE HEALTH INSURANCE CORPORATION

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

for bidding of Office and IT Equipment for FY2008
(ITB# PHIC-08-0016)

The PHILHEALTH REGIONAL OFFICE IV-A (PRO IV-A) through the corporate operating budget of the Philippine Health Insurance Corporation (PHIC) intends to apply the sum of two million one hundred twenty-one thousand pesos (Php 2,121,000.00) being the Approved Budget for the Contract (ABC) to payments for the procurement of Office and IT Equipment. Bids received in excess of the ABC shall be automatically rejected at bid opening.

LOT	PARTICULAR	QTY	ABC	DELIVERY SCHEDULE
1	Photocopying Machine	1	₱ 1,000,000.00	Within 15 days upon receipt of Notice
	Photocopying Machine	1	₱ 1,000,000.00	Within 15 days upon receipt of Notice
2	Easy Chair	1	₱ 5,000.00	Within 15 days upon receipt of Notice
	Conference Table w/ chairs	1	₱ 15,000.00	Within 15 days upon receipt of Notice
	Executive Desk	1	₱ 15,000.00	Within 15 days upon receipt of Notice
	Refrigerator	1	₱ 15,000.00	Within 15 days upon receipt of Notice
3	Multifunctional Copier	1	₱ 80,000.00	Within 15 days upon receipt of Notice
	Laserjet Printer	1	₱ 15,000.00	Within 15 days upon receipt of Notice
4	Desktop Computer	1	₱ 40,000.00	Within 15 days upon receipt of Notice
	Flat Screen Monitor	1	₱ 40,000.00	Within 15 days upon receipt of Notice
	Printer, Inkjet, Laserjet	1	₱ 15,000.00	Within 15 days upon receipt of Notice
	Printer, Dot Matrix	1	₱ 15,000.00	Within 15 days upon receipt of Notice
	LCD Projector, Screen	1	₱ 60,000.00	Within 15 days upon receipt of Notice
	LCD Projector, Ceiling Mount	1	₱ 60,000.00	Within 15 days upon receipt of Notice
	Scanner, Flatbed	1	₱ 15,000.00	Within 15 days upon receipt of Notice
	Server Rack Cabinet	1	₱ 30,000.00	Within 15 days upon receipt of Notice
	Server Rack Mountable	1	₱ 150,000.00	Within 15 days upon receipt of Notice
	Server, Tower	1	₱ 150,000.00	Within 15 days upon receipt of Notice

Note: Specifications of the above listed equipment are provided in the bidding document.

The PRO IV-A now invites bids from eligible bidders for the **Bidding of Office and IT Equipment for PRO IV-A** as presented above. The description of an eligible bidder is contained in Section II of the Bidding Documents, viz:

Bidding will be conducted through open competitive bidding procedures using **non-discretionary pass/fail** criteria as specified in the Implementing Rules and Regulations (IRR) of R.A. 9184 or the Philippine Bidding Documents (As indicated in the "Government Procurement Reform Act", and is restricted to Filipino citizens/sole proprietorships, organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to cooperatives or associations duly registered with the Cooperative Development Authority and to be engaged in the business for which they have the capacity to perform the contract, except those prohibited by law or pursuant to Republic Act 5183, P.D. 1789 and subject to Commonwealth Act 138 (C.A. 138). Only bids from bidders who meet the eligibility criteria will be opened. The minimum for the eligibility requirements is contained in Item 5.4 of the Bidding Documents. The bidder of the Lowest Calculated Bid (LCB) shall advance to the post qualification stage in order to finally determine responsiveness to the bid to technical and financial requirements of the contract. The contract shall then be awarded to the Lowest Calculated Responsive Bidder (LCRB), who was determined to have during the post qualification conference.

Interested bidders may obtain further information from the Philhealth Regional Office IV-A and may inspect the Bidding Documents at the address given below from 8:00 a.m. to 5:00 p.m.

The PRO IV-A will hold a Pre-Bid Conference open to all interested parties on **November 13, 2008, 10:00 a.m.** at the Conference Room, Philhealth Regional Office IV-A.

A complete set of Bidding Document may be purchased by interested Bidders from the address below and upon payment of a non-refundable fee in the amount of two thousand one hundred pesos (Php 2,100.00). The Bidding Document will be available until **November 17, 2008** and shall be received personally by the prospective Bidder or his authorized representative.

Bids and eligibility requirements must be delivered to the address below on or before **November 19, 2008, 9:00 a.m.** Late bids will not be accepted. All bids must be accompanied by a bid security in any of the following forms and amount:

FORM OF SECURITY	Minimum Amount of Bid Security to be Submitted
1. Cash / certified check, cashier's check / manager's check / bank guarantee or irrevocable letter of credit	Two percent (2%) per bid
2. Bank Guarantee	One and a half percent (1.50%) per bid

Bid opening shall be on **November 19, 2008, 10:00 a.m.** at the 3rd Floor Conference Room, Philhealth Regional Office IV-A. Bids will be opened in the presence of the Bidder's representatives who choose to attend at the address below.

The PRO IV-A reserves the right to accept or reject any Bid, to annul the bidding process, and to reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders.

Rosalyn P. Barangan, Jaime P. Navarro (BAC Secretariat)
Philhealth Regional Office IV-A
7/F DOH Bldg., 880 P. Burgos corner Arnaiz Sts., Salcedo Vill.
Tel. No. (049) 524-6823 loc. 201
Facsimile No. (049) 524-6823 loc. 405
e-mail address: regionalpo@philhealth.gov.ph

(Sgd.) CARLO E. BALMACEDA
Chairperson, Bids and Awards Committee

1st – November 7, 2008

By Jeannette I. Andrade

INVESTIGATORS OF THE Manila Police District (MPD) are looking for two suspects in the killing last week of a former mayor of Sarangani province inside a cold storage plant in Manila.

MPD homicide section unit investigators told Inquirer they have identified at least two suspects in the death of former Mayor Rogelio Rene Silla Bugarin, 54.

The victim was found lying in a pool of blood inside the 1st cold storage plant on Honorio Lopez Boulevard in Balut, Tondo.

The police refused to identify the suspects in order not to jeopardize the manhunt.

Witnesses have surfaced to pinpoint the gunmen. We are investigating the possible link of the killing to a case previously filed against the victim," a police source revealed.

Bugarin's death followed last month's recall by a Sarangani Provincial regional trial court of a warrant issued for the ex-mayor's arrest for the Nov. 11, 2006 killing of then Malapan town mayor George Yabes Bugarin, who was then vice mayor, replaced Yabes upon his death.

Bugarin went into hiding after he was accused of killing Yabes. The Yabes family put up a P300,000 reward for information that would lead to his arrest.

In September, Sarangani Province RTC Executive Judge Akiro Infante granted Bugarin's motion to quash the warrant of arrest after the witnesses who implicated him in the 2006 killing recanted their testimonies.

Bugarin's body was discovered at around 10:45 a.m. on Oct. 31 by security guard Alfredo Bandino Jr.

The victim's wife, Elvira, told homicide investigators that her husband was on his way to the cold storage plant to talk to someone when she last saw him alive.

Bugarin, Elvira said, was armed with a .45 cal. pistol.

The victim sustained three fatal wounds in the body. His handgun was apparently taken by the killers.

QC students mobilized for waste segregation

By Julie M. Aurelio

THE QUEZON CITY GOVERNment has launched a waste segregation scheme that could encourage students to practice recycling in school and at home.

The "Disney Behind an Eskwela" project, and three private sector partners, will tap seven public schools as pilot sites.

Environmental Protection and Waste Management Department head Evalyn Ibarra Bonoy said they wanted to reach students to practice solid waste management.

"Students can bring recyclable materials like plastic bottles, cans and used paper to exchange for school supplies like new pens and pads, and groceries," she said.

The DPWMD, which is implementing the program, identified the pilot sites as Manuel L. Quezon Elementary School, Payatas Elementary School, Lagro Elementary School, Lagro High School, Ernesto Rondon High School, Commonwealth High School and Batasan Elementary School.

Quezon City generates around 3,000 tons of solid waste every day. Some 30 percent of the waste is considered recyclable.

For the project, the city government is working closely with the Rotary Club of Quezon City that recently conducted a solid waste management seminar for students of the pilot schools.

Bonoy said the IPM Group of Companies, a management and consulting firm, and Gold Seed Trading, a recycling company, had expressed interest in helping implement the project.

Mayor Feliciano Belmonte Jr. said that although the city government has come a long way in waste management and proper disposal, there was more to be done.

Earlier, city councilor Dorothy Delarmente proposed an ordinance giving a P500,000 incentive to eco-friendly schools that practice solid waste management.

SOCIAL SECURITY COMMISSION

SUMMONS

MODERNIZATION PROGRAM

Municipal Mayor Aida G. San Pedro (center) and City administrator Rolando Banzi (far left) look on as an employee logs in her attendance on the computerized finger-scan machine now used as part of the modernization of city government procedures. City employees will acquire their salaries through Automated Teller Machines with the issuance of cash cards.

(Contributed photo)

2 Foreign Speakers in IABC 'Executive Session' November 7

Barbara Gibson, the new world chair of the International Association of Business Communicators (IABC), joins former Victoria, Australia chapter president Adrian Cropley in an Executive Session open only to a limited number of member and guests on November 7, 2-5 p.m. at the Hyatt Hotel.

Barbara currently serves as International Chair of the International Association of Business Communicators (IABC), a 15,000-member organization with more than 160 chapters in 70 countries worldwide. She is a Past President of the UK Chapter of IABC and Past Chair of the European Middle East Region. Barbara is an Accredited Business Communicator (ABC), and holds a bachelor's degree in Mass Communication.

Barbara is also a Fellow of the Royal Society for the Encouragement of Arts, Manufacture & Commerce (RSA), and a member of the Chartered Institute of Public Relations (CIPR). She is a frequent speaker for local, national and international conferences.

Barbara will be flying in from Bangkok in the course of her visit to the Asia Pacific Chapters of IABC, one of the world's biggest PR industry associations, while Mr. Cropley will come from separate itinerary to speak at the select forum of Filipino and expat managers.

Both veteran communicators are attending the 2008 Philippine Quill Awards ceremonies at 7 p.m. also at the Hyatt Hotel & Casino in Manila where the most outstanding communication programs, skills and creatives will be honoured. Several hundred entries from large corporations, PR and ad agencies, government entities, and NGOs are competing for the country's most prestigious communication award.

Ms. Gibson, an American who has lived in London since 2002, is founder and president of XpolazeComm and has 10 years of experience in various fields of business communication. She will talk on the topic, "COMMUNICATING WITH AN INTERNATIONAL ACCENT: HOW TO OVERCOME GEOGRAPHIC AND CULTURAL BOUNDARIES," and "WHEN THINGS ARE TOUGH, HOW STRATEGIC COMMUNICATION CAN DRIVE COMPANIES SUCCESS."

Mr. Cropley will speak on "CHANGING INSIDE OUT: HOW CHANGE COMMUNICATION CAN CREATE A POWERFUL CULTURE AND BRAND." He manages his own consultancy firm on internal communications and change management in Melbourne, and as the former head of IABC's Victoria chapter has been very active on IABC's regional and international activities.

Limited seating for not more than 50 people will be available at P2,500 fee per person. Reservations can be made through IABC Philippines at tel. nos. 750-5567, 467-1495, and 810-1881 or email iabc_philippines@yahoo.com.

The International Association of Business Communicators (IABC) programs exhibits the best work every year from more than 15,000 communicators around the globe professionals like you, whose work is furthering their organization's goals and directly contributing to business success.

IABC Philippines President Rory T. Bilek remarked that winning the Philippine Quill Awards is the best preparation for the global Gold Quill as the Filipino and foreign judges observe the same rules, evaluation criteria, and judging system. "Winning the Quill is considered strong proof that a communication program, as well as the skills and creatives that an entry demonstrates, may be ranked among the world's most outstanding," Mark said.

BARBARA Gibson

ADRIAN Cropley

MetroBriefs

Clues could be in video footage

OFFICIALS of St. Scholastica's College have provided investigators footage of last week's predawn blaze at the Malate, Manila campus, after police said they were unsuccessful in getting enough information from school authorities that would help them in their probe. MPD theft and robbery section investigators said a video taken by closed circuit television (CCTV) cameras in the school would help identify the persons or persons who had poured an ignitable fluid on the Special Weapons and Tactics group. "We still have not specified which group was involved because there are a number of groups using this modus operandi of pouring as policemen or members of the military," said a source from the unit. The group lodged into the security office on campus early Friday morning and reportedly took the CCTV footage. Officials of the school, however, have refused to release the video. Jeannette I. Andrade

Raps vs suspect in market slay

ROBBERY with homicide charges were filed yesterday in the Manila Prosecutor's Office against a man suspected of robbing and killing the grandmother of actress Pauleen Luna near the New Antipolo public market in Sta. Cruz on Wednesday morning. Edison Antonio, of Mangayad, Tondo, was arrested by an angry crowd after he attacked Mercedita Jimenez, 62, a moneylender. Investigators, however, have not determined how much money was taken from the victim. Police are still trying to determine who could have ordered the attack on Jimenez. An investigator said the suspect refused to talk about who hired him, how much he was paid, or why, adding that photographs of the victim were found on Antonio. Jimenez was declared dead on arrival at the Chinese General Hospital from three bullet wounds to the back and chest. Jeannette I. Andrade

Cash for sand, gravel

THE METROPOLITAN Manila Development Authority (MMDA) yesterday announced it would soon mine sand and gravel at commercial prices as part of a proposed project to create livelihood opportunities for the poor. MMDA chair Bayani Fernando said quarrying will serve two purposes through the "Kabuhayan sa Baguio sa Dalo at Buhangin" project since they can sell the recycled materials to buying stations set up by the agency, "instead of collecting trash. They can sweep streets and sand which we will buy as aggregates for concrete to be used in various MMDA projects," Fernando said. The project will bring in additional income for the unemployed, but also promote cleanliness in the Metro, stressed the MMDA chair. Alexis M. Lazo

"Ready, Set, RORO!" DBP Interisland Race-Year 3 kicks off in Bohol

Ten teams. Eight destinations. One million pesos.

THE TEAMS: UP CLOSE AND PERSONAL

They come from different provinces and from different walks of life, but only one team will take the lead and conquer the more challenging and more exciting "Ready, Set, RORO!" DBP Interisland Race-Year 3.

Each team is composed of three members: two participants and one celebrity.

TEAM NARRA is Will Nisnom, 39, and Rhon "Super" Perez, 39, with celebrity Ryza Cenon. Will and Super are CEOs from Manila who've always wanted to join travel races.

TEAM TAMARAW is Cesar "Ryan" Yu, 25, and Christine Yu, 27, with celebrity Arron Villaflor. Ryan and Tina are siblings from Manila who, when they win the grand prize, will use it to invest in business.

TEAM ANAHAW is Chad Venosta, 21, and Rossana "Rosy" Bantos, 20, with celebrity Charise Pineda. Chad and Rosy are both students from Manila who have been dating for almost two years. According to Chad, if they win, they might use the money to start their own family.

TEAM MAYON is Jenny Villaflor, 23, and Efren "Nitoi" Villaflor, Jr., 25, with celebrity Reiner Castillo. Jenny and Nitoi are from Camarines Sur and they got married last October 25, 2008. They joined the race as their way of spending their honeymoon.

TEAM SAMPAGUITA is Kristine "Tina" Gozalo, 24, and Katrina "Kat" Ilarriza, 21, with celebrity Mike Tan. Tina and Kat are childhood buddies from Manila. This will be their first time to join an adventure race.

TEAM APO is Camilo "Camie" Lozano III, 25, and Kyna "Kynu" Flores, 21, with celebrity Bea Saw. Camie and Kynu are close friends from Silliman Oriental who are joining the race to "go beyond their limit."

TEAM ASALA is Derek Ong, 26, and Kathleen "Peaches" De Guzman, 28, with celebrity Jai Reyes. Peaches is a "Pinoy Fanatic," according to her boyfriend Derek, and this dating couple from Manila is joining the race because they want to tour the country together.

TEAM KANLAON is Geoffrey "Jojo" Tan and Jeffrey "Jeffo" Tan, both 29, with celebrity Zaira Dela Peña. Born 30 minutes apart, these twin brothers from Negros Oriental love travel and adventure. According to them, this race will test their personal and working relationships.

TEAM SIKATUNA is Randy "Peam" Mendez, 24, and Ian Paul Caingles, 21, with celebrity Jan Rosenstahl. Peam and Ian are friends from Bohol who plan to donate some of the money to a cancer foundation if they win.

TEAM LAPU-LAPU is Kitha "Sizi" Seguin, 28, and Toni Calleja, 28, with celebrity Ketchup Eusebio. Sizi and Toni are friends from Cebu who are also first-time race joiners. They said that joining the race gives them a sense of "self-actualization."

For more information on the races, the RRTS and the SLDP, log on to www.dbpnoraorace2008.com or www.devbankphil.com.ph

THE CHALLENGE

Starting today, November 7, until November 12, 2008, these ten teams will rediscover the adventure in our tourist spots while learning about each town's pride product via the RORO routes.

For six days (or less, depending on how long they'll last before they get eliminated), these teams will have to work together harmoniously for them to be the first to reach the finish line.

BE PART OF IT!

Who do you think will go home with the P1 Million Grand Prize?

Vote for your favorite team and if your team wins the grand prize, you get a chance to win exciting prizes! To know more about the teams, and to vote, log on to www.dbpnoraorace2008.com.

Watch out for the "Ready, Set, RORO!" DBP Interisland Race-Year 3 in your local provincial or cities to see who takes the lead and conquers the finish line!

Special thanks to
ELITE
ISUZU
Media partners

A BACKGROUNDER:

An annual adventure race called "Ready, Set, RORO!" DBP Interisland Race-Year 3

Set to kick off on November 7, 2008, the "Ready, Set, RORO!" DBP Interisland Race-Year 3 gives ten teams the chance to win one million pesos while touring the country's scenic spots in Bohol, Cebu, Leyte, Northern Samar, Masbate, Sorsogon, Camarines Sur, Quezon, and Manila.

The team that incurred the lowest score or was last to finish a task after each leg will be eliminated, except on predetermined, non-elimination legs. Only four teams will advance to the finals that will be held in Manila. Each leg will highlight the province's tourist spots and will promote local commerce through its "treasure hunt" for each province's or city's pride products.

The "Ready, Set, RORO!" DBP Interisland Race is an annual adventure race that promotes the Road Roll-on, Roll-off Terminal System (RRTS) as an alternate mode of transportation for both people and goods. Incidentally, the RRTS is under the Development Bank of the Philippines' Sustainable Development Logistics Program (SLDP) that aims to improve local commerce and contribute to the development of various areas within the Philippines.

DBP
Development Bank of the Philippines

The WORLD

Editor Lorenzo B. Queen

Karzai says air strike kills 40 at wedding

Calls on Obama to stop civilian deaths

KABUL—AFGHAN PRESIDENT Hamid Karzai said on Wednesday an air strike by coalition forces earlier this week killed some 40 civilians and wounded about 28 in Kandahar province.

Karzai called on US President-elect Barack Obama to make it his priority to stop the killing of civilians.

Scores of Afghans have been killed in US air strikes this year, leading to resentment against the presence of foreign troops and a rift between Karzai and his Western backers.

The air strike took place on Monday in the Shah Wali Kot district in the southern Taliban heartland of Kandahar province.

"By bombing Afghanistan, the new nightare terrorists cannot be won," Karzai told a news conference.

Several villagers who had taken a group of wounded to the hospital in Kandahar city said the air strike hit a wedding party.

The US military said it was checking reports.

"The coalition and Afghan authorities are investigating reports of non-combatant casualties in the village of West Naghu," said US forces spokesperson Cmdr. Jeff Bender.

"If innocent people were killed in this operation, we apologize and express our condolences to the families and the people of Afghanistan," he said in a statement.

Reuters television pictures from the village of Pirzh Rajdin showed a burnt car and half a dozen men dismantling white, dusty rubble from an area surrounded by a wall. The villagers showed Reuters white material soaked in blood.

The fields was among the wounded brought to the main hospital in Kandahar city, her relative Jamia Khan said. The air strike happened during a clash between foreign troops and Taliban insurgents in Shah Wali Kot district, Khan said.

A Reuters witness saw three children with shrapnel wounds and seven wounded women in the hospital.

Karzai requested Obama to make it his priority to end civilian casualties.

"The main problems, reliefs has become a source of anxieties [with the United States], is civilian casualties," Karzai said.

"Civilian casualties should completely stop. The war in the villages of Afghanistan will never give them."

Some 4,000 people, around a third of them civilians, have been killed this year in fighting with the Taliban, who have expanded the scope and scale of their insurgency trying to oust Karzai's Western-backed government and oust foreign forces.

Nato and US-led coalition troops in Afghanistan say they do their utmost to avoid civilian casualties, but mistakes happen. Five more civilians are killed in Taliban attacks, especially by suicide and roadside bombs. Reuters

WORLDBRIEFS

Mexico tries to curb plane crash rumors

MEXICO CITY—Mexican officials tried to rein in speculation that gunmen on Wednesday over the cause of a plane crash on Tuesday evening that killed the interior minister and a former prosecutor who once led the fight against the country's violent drug cartels. The authorities said the crash appeared to have been an accident, and they promised a thorough investigation. Officials took unusual actions to head off speculation that the plane had been sabotaged, including ordering radar images of the small jet's final moments and recordings of the pilot's last communications with air traffic controllers. The interior minister, Juan Camilo Mouriño, was among nine people aboard the Learjet when it suddenly spun out of control and slammed into swaying rush-hour traffic in an upscale business district here. Everyone on the government plane and at least five people on the ground were killed. NYT

Researchers decode cancer patient's genes

MONTVIA—For the first time, researchers have decoded all the genes of a person with cancer and found a set of mutations that might have caused the disease or aided its progression, living cells donated by a woman in her 50s who died of leukemia. She scientists sequenced all the DNA from her cancer cells and compared it with the DNA from her own normal, healthy skin cells. Then they zeroed in on 18 mutations that occurred only in the cancer cells, apparently spurring abnormal growth, preventing the cells from suppressing their growth and enabling them to fight off chemotherapy. The findings will not help patients immediately, but researchers say they could lead to new therapies and would almost certainly help doctors make better choices among existing treatments, based on a more detailed genetic picture of each patient's cancer. Though the research involved sickening, the same techniques can also be used to study other cancers. NYT

Voters approve bans on gay marriage in 3 US states

SAN FRANCISCO—A giant rainbow-colored flag in the gay-friendly Castro neighborhood here was flying at half-staff on Wednesday as social and religious conservatives celebrated passage of measures to ban same-sex marriage in California, Florida and Arizona. In California, where same-sex weddings had been performed since June, the ban passed with 52 percent of the vote, according to figures by the secretary of state and projections by several California media outlets. Opponents of same-sex marriage won by even bigger margins in Arizona and Florida. Just two years ago, Arizona rejected a similar ban. The across-the-board sweep, coupled with passage of a measure in Arkansas intended to bar gay men and women from adopting children, marked a stunning victory for religious conservatives, who had little else to celebrate on an election Day that saw Sen. John McCain lose his presidential race and other ballot measures, such as efforts to restrict abortion in South Dakota, California and Colorado, rejected. The seven-decade supporters of same-sex marriage and ignited a debate about whether the movement to expand the rights of same-sex couples had hit a cultural brick wall, now an another civil rights milestone—the election of a black president—had occurred. Thirty states have now passed bans on same-sex marriage. NYT

Israel-Hamas violence disrupts Gaza truce

GAZA—Hamas fired dozens of rockets at Israel on Wednesday after Israeli forces killed six Palestinian militants in an eruption of violence that disrupted a four-month-old truce along the Gaza Strip's frontier. The violent attacks, which included salvoes that landed in the coastal Israeli city of Ashkelon, caused no casualties. Israeli forces later killed a seventh Palestinian gunman who the military said had taken part in cross-border rocket fire. Reuters

Young king ascends to Bhutan throne

THIMPHU—THE ISOLATED HIMALAYAN kingdom of Bhutan crowned a new king on Thursday, placing a charismatic Oxford-educated bachelor at head of state of the world's newest democracy.

With the rest of the world gripped by the historic US election win for Barack Obama, all eyes in Bhutan were on 28-year-old Jigme Khesar Namgyel Wangchuck, now the world's youngest reigning monarch.

In an ancient Buddhist ritual in the whitewashed palace overlooking the picturesque Thimphu valley, Wangchuck was handed Bhutan's Raven Crown by his father.

"It's a wonderful day, there is no cloud in the sky. The gods are here. It will be remembered as an event which unifies the Bhutanese people," Prime Minister Jigmi Thinley told reporters.

The country now goes into three days and nights of festivities, and has even shut down its mobile telephone network for the occasion.

The deeply revered former king, who is 52, abdicated two years ago as part of his plan to reform and modernise the nation's feudal-based and insular system of just over 600,000 people by ending absolute royal rule.

Bhutan, wedged between India and China and never colonised, has witnessed sweeping changes this year—having held its first democratic elections for a new parliament and prime minister in March.

THE NEW KING of Bhutan, Jigme Khesar Namgyel Wangchuck, holds his crown at the Tashichho Dzong Palace in Thimphu on Nov. 6.—AFP

Since the former king's abdication, the country-old Wangchuck dynasty has been working for astrologers to give the go-ahead for the coronation.

The palace was packed with hundreds of foreign dignitaries, including Indian President Pratibha Devi, ruling party leader Sonia Gandhi and Bollywood stars. It was also surrounded by lines of jubilant locals dressed in their national costumes.

The new king has pledged to maintain his father's unique philosophy of improving "Gross National Happiness," and not economic economic indicators, to ensure well-being in the "Land of the Thunder Dragon."

"I am happy, my friends are happy and in general in a nation we are happy," enchanted Bonnie Phuntsho, a 27-year-old civil servant.

"He is reaching out to the people. He is a very smart and clever man," he said of the new king.

The royals in Bhutan are deeply revered, although the family closely watched to escape the fate of their counterparts in nearby Nepal—which saw the last head of a Maoist insurgency in 1996 that culminated in the abolition of the monarchy there this year.

"The best time to change a political system is when the country enjoys stability and peace. Why wait for a revolution?" Bhutan's former king said when he began the democratic reforms in person in 2005.

Continuing to balance Bhutan's exposure to the forces of globalisation will be the new king's main challenge—especially as many in the younger generation now have access to satellite television and the Internet. AFP

WHAT'S INSIDE
■ Parker fires 55 as Spurs trip Wolves /A30

SPORTS

Editor Rodolfa S. Mendoza Assistant Editor Amando T.J. Ochoa

■ Stenson leads HSBC golfest; Que 7 down /A30

Alaska seeks lead, battles Sta. Lucia today

By Marc[illegible] R. Castillo

ALASKA TRIES TO START ANOTHER WINning streak tonight when it battles defending champion Sta. Lucia in the 32nd Philippine Cup elimination at the Ynares Antipolo in Pasig.

The aces climb into a tie for the lead with idle San Miguel Beer if they win their 7:30 p.m. confrontation with the Realtors.

Talk 'N Text seeks to get back on the winning track earlier when the Tropang Texters slug it out with a Purefoods team that will be reinforced by Rich Alvarez.

Alvarez, the former Rookie of the Year given up by Red Bull, plays for his fourth PBA team in the 5 p.m. game against the Texters.

Purefoods put Shilstad Yee on the reserved list to accommodate the land-roaming Alvarez, who was acquired from Red Bull for 2010 first-round Draft rights.

Meanwhile, the PBA yesterday received the formal protest filed by ex-Air, with commissioner Fernando "Sonny" Barrios expected to come up with a decision within the next five days as allowed by the league.

The Express, who lost in double overtime to the San Miguel Beermen, 120-119, Wednesday, seek a decision on a close Rookie of the Season three-pointer that the referees wanted on a two-point basket and awarded to a 122-120 win at the end of the first overtime.

The loss will come into their clash with the Realtors as the eight picks, especially since former two-time MVP Willie Miller has been showing some form of late.

The cat's out: Wife blamed for Donaire's sub-par form

By Recah Trinidad

THE SUB-PAR PERFORMANCE OF WORLD flyweight boxing champion Nonito Donaire was a result of deliberate training aggravated by the interference of the boxer's wife, a highly irritable woman told the Inquirer yesterday.

"From Day One, the wife was always there, the reason why she is very valuable," the informant, who requested anonymity and is a frequent visitor to the United States.

Besides Donaire Jr., officially the champ's trainer, earlier said that his son was so sluggish he was ready to win on a split-second TKO over incumbent challenger Ishmael Mokhtarov of South africa on short BBP downright title clash at the Manila Bay Hotel and Casino in Las Vegas last Saturday.

Besides he said he was the first one satisfied with his son's showing last saw glad that the 23-year-old champ was declared winner after his foe suffered a dangerous cut close to the eye.

The champ's poor stand was blamed on several factors such as the long layoff and an injured left hand. Bagus, but the informant singled out the undue interference of Donaire's wife, a married-to-an athlete, as the main culprit.

"Here you heard that Nonito's wife interfered a lot with her husband's training?" he asked. "Thanks to was often left in the room and he was not happy about it. The Donaire family was not happy."

In an exclusive interview, Nonito Sr. confirmed that "from the day his son started training for Mokhtarov, he never left his wife's side."

"But was his sluggish performance over, the champ's father said. "After five rounds, I thought Mokhtarov was too cool and I told him, 'It was over, so he could be over too.'"

Donaire, who would go out and celebrate up until the wee hours of the morning, said he was forced to intervene for his son's sluggishness.

"I know he wants to motivate me to work harder," the champ said.

Explained Nonito Sr., "But is capable of doing much more because he's so talented. I just hope his head stays in place. He has to maintain his discipline. If he fights that way against any of his prospective foes, he could lose."

Besides he said his son's showing on Saturday was his worst since his days as an amateur.

MANNY PACQUIAO "He doesn't rule the WBC."

WBC to Manny: Pay or lose title

Boxing body wants $130,000 fee

CHENGDU, CHINA—THE PHILIPPINES' BOXing hero Manny Pacquiao must cough up $130,000 (P1.45 million) within the next 15 days or be stripped of his World Boxing Council light-welterweight title, the WBC said on Thursday.

The boxing body's governors, meeting in Chengdu, are demanding that Pacquiao pay $130,000 in sanctioning fees they say he owes, or they will take his belt.

The WBC is also insisting that Pacquiao pay $130,000 within 15 days of his anticipated fight against Oscar De La Hoya or face the same punishment. That scuttle fight is scheduled for Dec. 6 in the MGM Grand Arena.

"Manny Pacquiao is a great champion and the pride of the WBC. But he believes he is the ruler of the organization and that is not going to happen," WBC president Jose Sulaiman told Reuters.

Pacquiao could not be reached at the Wild Card Gym, his training camp in Hollywood.

"If he doesn't want to do it, he just let him and we go our way," said Sulaiman. "He has made a lot here with the WBC. He became famous fighting WBC champions like Marco Antonio Barrera and Erik Morales and now he's trying to kick us in the back and spurn us at home. We resisted for that."

"I am very disappointed because he's a friend, he is the hero of President Gloria Macapagal-Arroyo and of the Philippines, and I feel very bad because of the way that we've been treated. But the phone is there and the door is open," Reuters

Arellano five ousts Santo Tomas

GAMES TODAY (Ynares Center, Antipolo)
2 p.m.—Letran vs. Mapúa
4:30 p.m.—Philippine Christian U. vs. JCSGO
7 p.m.—Arellano U. vs. Far Eastern U.

By Jeannie W. Paya

UNIVERSITY OF THE EAST ARELlano University and Letran Knights continue their dominance of the NCAA Season 84 men's basketball tournament.

Arellano marched into the elite group after stunning 2008 UAAP champ University of Santo Tomas, 68-59, in their knockout duel for the top 4 berth.

Orlando Daroya pumped in 20 points on top of 10 rebounds and five steals to power the Chiefs, who opened up a 28-11 lead in the first half.

The Warriors will clash against perennial Cebu bets Asbestos Boardaliers Inc., champion University of Visayas after topping Group D by crushing St. Clare Inc. 108-40 romp started by scheduling incident.

UE rookie Lorie Tagaytay fired 19

ARELLANO (University's Ivo Grijalvo (right) shadows UST guard Jeff Portacio during their crucial Champion League matchup by the Clark at the Makati Coliseum. —PHOTO BY

RP girls sustain promotion bid, rout Singapore

TEHRAN, IRAN—EVEN WITH ITS key players shared down to minimal courage, the former Philippine team handily beat Singapore, 66-58, for its third straight win in the 19th Fiba Asia under-16 ladies championship at the Azadeen Lionel Hall Wednesday.

With the victory, the FIP belles, who earlier beat Thailand and Hong Kong, secured a crack at a playoff for promotion to Level 1 play in the next edition of the biennial Asian tournament.

The FIP squad, backed by Sherrie Magbitang, will play a classification game.

Coach Raymund Cella said his team need to place first or second to Level II to find themselves up for a playoff with either the fifth or sixth places in Level I.

The Republic (2-0) and the Thais (2-1) were playing at press time.

Adamson University's Ria Stockel once again topped all five the team with 25 points while Rubie Rose Palmares dropped in 18 and Agatha Marie Rebero added 10.

Celebrate the Shell and Ferrari 2008 F1 Constructors Championship win with 6 limited edition key rings only from Shell

Also, get a chance to win Php 10,000 worth of free Shell fuel for every Ferrari key ring purchase!

The latest Formula One (F1) season has now officially closed with the Shell-Ferrari team once again on top and celebrating a successful year by winning the 2008 F1 Constructors Championship. The Constructors Championship is awarded to the constructor, or car manufacturer, who has accumulated the most championship points over the course of the season. Ferrari has won the Constructor Championship 10 times in the companies' storied career in F1 competition.

This year, Shell is also celebrating a decade of providing its customers with Shell V-Power premium fuels, having launched Shell V-Power gasoline for the first time in Hong Kong in 1998. Shell V- Power is the evolving product of the 60 year technical partnership between Shell and Ferrari and is 99% similar to the fuel the Ferrari team uses to power up their F1 vehicles. The premium fuel contains a powerful cleaning formula designed to improve engine responsiveness by helping to remove power-robbing deposits, helping the fuel to burn more effectively and thus, providing everyday motorists with the exhilarating feeling of the Ferrari fuel.

Join the celebration of these milestones by grabbing all six, shiny new limited edition Ferrari key rings only at Shell. These unique key rings are made from polished metal nickel and cover classic and modern Ferrari cars such as the156 F1, 250 GTO, P3, Enzo, F430 Spider and finally the Ferrari F1 2007.

Getting your own limited edition key ring is simple! The key rings may be purchased at Php 49 by filling up with Shell V- Power. You can also drop by any participating Shell station and add Php 99 to any single or accumulated Php 500 purchase of Shell products. The key chains can also be purchased for Php 49 along-side any Php 500 single or accumulated purchase of Helix Ultra or using your Shell Citi VISA card. Promo runs from October 15 to November 30, 2008.

Each key ring purchased will also entitle 100 lucky winners to a total of Php 1,000,000 worth of free fuel from Shell. Just drop off your raffle coupons in specially marked boxes located at participating Shell Stations nationwide on or before November 30, 2008. The Grand raffle draw will be held on December 15, 2008 at 3:00 pm at the Shell House Building, 156 Valero St., Salcedo Village, Makati City.

"The 10th Constructor Championship once again proves the Shell and Ferrari technical partnership is a winning combination. These limited edition key rings are a good way to celebrate this milestone and will surely become collectors items so go and get them while you can!" says Carl Posadas, Shell Fuels Manager.

Shell V-Power

10,000 WORTH OF FREE FUEL CAN BE YOURS

All it takes is a limited edition Shell Ferrari key ring. Get it for P49 with every P500 single or accumulated purchase of Shell V-Power, Shell Helix Ultra or when you use your Shell Citi Visa. Get it for P99 when you buy other Shell products*. Drop by the nearest Shell station before November 30, 2008 and be one of the 100 lucky winners.

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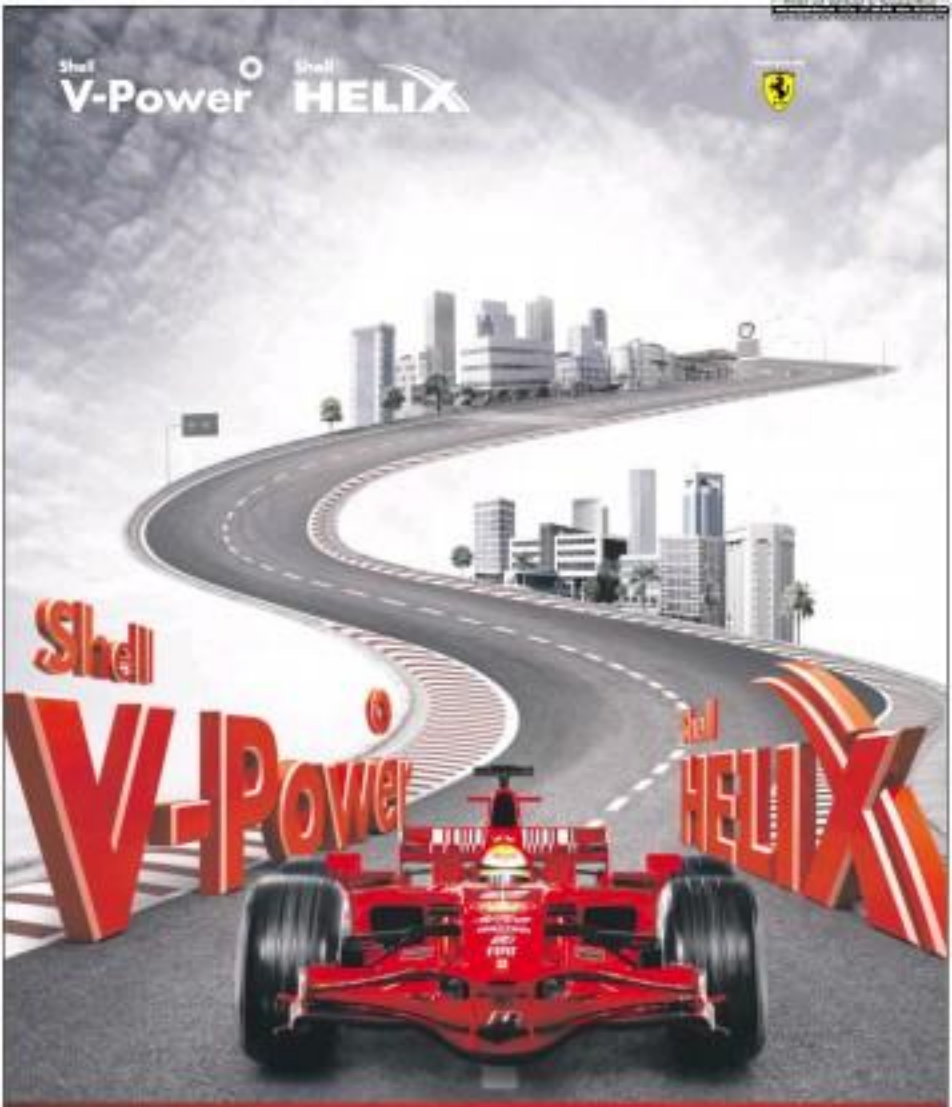

One winning team on the track, millions of winning drivers on the road.

Congratulations Ferrari for winning the 2008 F1™ Constructors Championship!

Over 60 years of shared passion for performance has led our technical partnership to push limits on F1™ tracks to generate better products for the roads. Shell technology, tested on Ferrari cars, has helped create our high performance products Shell V-Power and Shell Helix Ultra, products designed to deliver top performance for millions of cars, including yours.

SPORTS

Parker fires 55 as Spurs trip Wolves

MINNEAPOLIS—TONY PARKER SCORED A CAREER-HIGH 55 points, including a 20-footer at the buzzer to force a second overtime, in the San Antonio Spurs' 129-125 victory over the Minnesota Timberwolves on Wednesday.

After Al Jefferson landed down his fourth and sank a turnaround hook to put Minnesota up 119-114 with 2 1/2 seconds left in the first overtime, Parker took the inbounds pass, dribbled right, jump-faked once and let the ball fly.

Parker scored six of his team's first eight points in the second overtime to stretch the lead to four, though Randy Foye made a 3-pointer from the corner to cut the lead to one. The Spurs inbounded a pair of missed jumpers, before Parker finally came to the line with 19 seconds left and made it 126-125.

Parker went 22-of-36 from the field and added 10 assists and seven rebounds.

Mike Miller had 12 of his 23 points in the first quarter for Minnesota.

At Indianapolis, Jermaine Oleaskuru scored 49 points, falling a point short of his career high as Phoenix beat Indiana, 113-105.

Oleaskuru went 17-for-21 from the field, made 15 free throws without a miss and had 11 rebounds, an assist and five steals. He missed his career high of 50 points, set against Portland on Jan. 2, 2003). AP

The complete results Hawks 111, Atlanta 102; Detroit 102, Toronto 83; Miami 108, Philadelphia 82; 76ers 103, Toronto 83; Charlotte 88, Cleveland 82; Chicago 92, Milwaukee 102; Washington 108, DET 103; San Antonio 129, Minnesota 125; Indiana 105, Phoenix 113; Denver 107, 10 others 98; LA Clippers 88, Sacramento 103; Memphis 89, Golden State

The Country Guide

BUSINESS
Editor Raul G. Marcelo ■ Assistant Editor Carrie S. Martens

Banner ad for a consumer service

Survey: Consumers upbeat despite crisis

TURNOVER
Sanjiv Vohra of Citi (left), shakes the hand of Education Secretary Jesli Lapus as (above August) Zobel de Ayala of Ayala Foundation looks on. Citi donated $31,000 to Gilas, a project to promote basketball literacy in public schools.

By Doxin L. Loco

FILIPINOS HAVE EXHIBITED SLIGHTLY STRONGER confidence in spending their hard-earned money during the second half of 2008 amid the most severe financial crisis the world has experienced in 80 years, a recent survey has found.

According to the latest edition of the Nielsen consumer confidence survey, this seeming disconnect between local and global sentiment may be due to several factors, which include prices that appear to have leveled off after several months of rapid increases.

In a briefing, Nielsen Company Philippines managing director Benedicto L. Ilid Jr. also described the country's consumer confidence level as "stable" compared to where it stood in the first semester.

The survey—conducted online from Sept. 22 to Oct. 6, 2008 with 30,250 respondents worldwide—showed that the country's consumer confidence level of nine-forty points is 132 from the level recorded in the first six months of the year. This put the country at 9th place among 52 countries that were surveyed.

During the previous edition, the Philippines ranked 6th out of 53 countries.

The global average is 84, and South Korea had the lowest rating with 36.

In the Asia-Pacific region, Filipino consumers ranked 7th from a field of 14 nations, and one of only four countries that exhibited an increase in confidence level.

CONSUMER/B3

Shares close 3.2% lower

SHARE PRICES YESTERDAY CLOSE 3.2 percent lower in line with other regional markets following heavy losses on Wall Street overnight, dealers said.

The composite index gave up 64.09 points to 1,941.82, while the all-shares in-

SHARES/B2

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■ **SMC Jan.-Sept. net income surges by 195%** /B5

■ **Mining misses investment goal** /B6

Economic growth seen higher than expected

By Michelle V. Rama

ECONOMIC MANAGERS HAVE raised the government's economic growth target for 2009 from a range of 4.5 to 5.5 percent, to 4.8 to 5.5 percent, taking into account the positive effects of lower inflation on consumer spending and investments.

"Because inflation will drop from the 2008 level, this will cause consumption to rise," said a ranking official privy to discussions.

The review of macroeconomic assumptions was prompted by a slowdown in inflation.

Inflation had hit 11.2 percent in October, slower than the 11.8 percent seen in September and the 27-year high of 12.5 percent in August.

Also, the target for the export sector was raised to a range of 9 to 5 percent from the previous estimate of a flat growth.

The economic team was sent some reassurance in demand for Philippine exports as easing prices of fuel in the world market encourages consumer and corporate spending.

ECONOMIC/B3

BSP may cut banks' reserve requirement

By Michelle V. Rama

EASING INFLATION MAY HAVE allowed the Bangko Sentral ng Pilipinas to hold off a series of policy rate hikes in the past months, but the monetary authority is not ready just yet to relax its borrowing and lending rates.

This is the opinion of Development Bank of Singapore (DBS), which expects the monetary authority to simply slash the reserve requirement for banks so that there will be ample money supply in the system.

Currently, banks are required to set aside 21 percent of their deposit liabilities as reserves kept in the BSP's vault.

"[The] BSP still appears to be delivering one is not cut," DBS said in its latest assessment of the Philippines. "The BSP seems to instead favor a cut in the reserve requirement ratio first ... to address liquidity issues rather than provide stimulus to the economy."

The Singapore-based investment bank said the BSP had sufficiently arrested its recent rise in inflation, paving the way for the central bank to keep its benchmark rates unchanged for the rest of the year.

"In sum, our does not appear to be on the cards in the near term, with [BSP] Governor Amando Tetangco as recently as Monday describing the central bank's monetary policy stance as 'appropriate,'" DBS said.

After successively raising its key policy rates from June to September, the BSP's policy-making Monetary Board decided to keep the rates for Oct. at 6 percent for borrowing and 8 percent for lending, amid easing inflation expectations.

Annual inflation slowed down to 11.2 percent in October from 11.8 percent the previous month. Price movements in October marked the second consecutive month inflation had slowed down after it peaked at 12.5 percent in August, the highest in 17 years.

BSP officials earlier said the tightening moves undertaken in June to September had already helped in tempering inflation.

Economists said decelerating inflation was a result of easing food and fuel prices in the world market. Because the Philippines imports over 90 percent of its oil requirements, domestic pump prices are affected by global developments. The drop in fuel prices resulted largely to the weakening economies of the United States and some European countries. Recession in the West is seen to cut demand for oil, thus easing prices.

Victor Abola, an economist from the University of Asia and the Pacific, said inflation pointed to the probability of inflation resetting to a single-digit level earlier than expected.

Abola said inflation could already go below 10 percent as early as December.

Careful with that e-mail

WITH THE ADVANCES IN INFORmation technology, it is now standard practice for companies to undertake e-mail addresses and put them in their brochures, business cards and promotional materials.

The e-mail communication is universal enough to communicate by company with the company anytime. In turn, the company can respond to these messages at the convenience or availability of its employees.

It's goodbye to tedious telephone calls and slow mail.

Although a company's e-mail facilities are meant for business, it is common knowledge that employees can also use them for personal or social purposes whenever they have the opportunity.

The usual justification for the extra use is: Why not, when payment for the equipment is fixed regardless of the frequency of usage.

And when they do, the users are sometimes remiss in their choice of words or expression of some thoughts thinking that only the recipient of their messages will be able to read them.

Warnings to be cautious in sending e-mail are often ignored. Some have an qualms about using it to transmit unauthorized business and messages that could adversely affect the company's image, or worse, commit unlawful acts.

Database

Unlike written communications that can be shredded to prevent their being seen by others, e-mail messages remain embedded in their servers (or electronic mailbox) until they are deleted by its administrator.

Depending on the resources or nature of the business of the company, it may install a server for e-mail in addition to the server of the IT outfit that maintains the e-mail facilities.

By having its own server, anytime the company feels like reviewing the e-mail traffic within its facilities, all it has to do is press a few buttons and the viewed communications can be read.

The reviewed messages can give the company an insight into the thoughts and activities of their workers, especially its employees.

The color of the information that may be gathered from such "eavesdropping" depends on the company's business philosophy and its appreciation of the employer-employee relationship.

Emotional outbursts, imprudent words and juvenile remarks can be overlooked and attributed to immaturity.

But the story is different if they involve acts inimical to the company's interests or may result in violation of penal laws. The company may, as a matter of self-protection, have to take the proper preventive or remedial measures.

Confidentiality

There is a clear controversy over the right of employers to read the e-mail of employees that use the company's IT facilities.

Many employees cry foul over big Brother looking into their respective mailbox without their consent. They consider it a violation of their right to privacy or confidentiality of personal communications.

The justification usually trotted out is a result of the opening of the mailbox, the company comes up with proof that shows that the employee concerned committed an act that justifies the dismissal or retrenchment of the employee.

Under existing laws, communications made through the Internet or similar information devices are, after proper identification and authentication, acceptable as evidence in court.

The mailbox breaks in two hours connected to a search of a person's premises without his consent or the benefit of a search warrant issued by a court.

The argument goes that, following the rule on inadmissibility of products of unlawful searches and seizures, whatever is found in the course of an unauthorized e-mail review cannot and should not be used against the affected employee.

Official business

Unless forced to unveil its hand, no company will admit it looks into its server to check whether to not its employees are using the e-mail facilities properly.

Such an admission would undoubtedly tie the employers. If asked about it, the politically correct response is, like Dr. Dr multiple-award dope that some Philippine senators, to neither confirm nor deny it.

Employers argue, however, that since they own and maintain the e-mail facilities, they have the right to monitor them to make sure they are used for the purpose for which they were installed.

Since the facilities are intended to promote the company's business, the employees cannot, as a matter of right, use them for personal purposes. If they do, they do it at their own risk and should not complain if their mailbox is looked into.

The biggest fear of companies is their e-mail facilities to be invoked or used as instruments for the commission of a federal act, such as, prosecuting or safeguarding proprietary secrets.

No matter how a sender may disguise it or use indirect means to transmit an e-mail, transmission from a company-owned e-mail account, there are "traces" or telltale signs in the message that will allow its being traced back to its original source.

If the employer's e-mail account is shown to be involved in an illegal activity, it can be ordered shut down. In severe, the company and its officials could be held civilly or criminally liable for failure to prevent or tolerate the commission of a crime.

(For feedback, please write to: sparalta@inquirer.com.ph)

Shares close 3.2% lower

From page B1

dex lost 2.6 percent to 1,200.71. Bourbon-managed Advance Bank, which Citi bought in September, tumbled 9.6 percent to 2.35 pesos.

Turnover totalled 2.1 billion shares worth 972.4 million (P49.4 million).

Ocean Tide of Regina Capital Development told Dow Jones Newswire that after the euphoria of Barack Obama's win in the US presidential election, "a reality check has set in. Investors overseas have returned."

A deep recession in the US, the Philippines' leading trading partner, will likely hurt the country's already sluggish exports, he added.

The market today may continue its decline, with support expected at 1,189-1,190 points and resistance at 1,200 points, Tan said.

PLDT fell 4 percent to P1,960, while Energy Development Corp. dropped 4.7 percent to P3.05. Aseda Corp. was 2.5 percent down to P3.56. It said, Globe Telecom, was 4.9 percent lower to P975. San Miguel A plunged 4 percent to P48, with its B shares off 2 percent to P46.50. AFP

ANNOUNCEMENT

DANVIL PLANS, INC. NOT TO PROCEED WITH TRANSFER OF PRE-NEED PORTFOLIO TO LEGACY CONSOLIDATED PLAN, INC.

DANVIL PLANS, INC. ("Danvil") would like to inform all its planholders and the general public that the intended transfer of its pre-need portfolio of business to LEGACY CONSOLIDATED PLANS, INC. did not push through, and that there is no longer any intent to proceed with the said transfer.

In view thereof, Danvil shall continue to observe the original terms and conditions of its pre-need education and pension plans ("Plans"). Danvil likewise commits to faithfully perform all its obligations under the contract and to continually serve the needs of its planholders.

All installments payable under the plans shall be collected at its main office located at 4th Floor Equitable Bank Tower 8751 Paseo de Roxas, Makati City and the following branch offices:

a. SM Megamall Branch – Level 5 Building A SM Megamall, St. Francis Ave., Mandaluyong City

b. SM Southmall Branch – 2nd Level, East Wing, SM Southmall, Alabang Zapote Road, Las Piñas City

c. SM North Edsa Branch - Unit 326, 3rd Level, Main Building SM City North Edsa, Quezon City

d. SM Fairview Branch – Unit 29 2nd Floor SM City Fairview, Quezon City

e. SM Pampanga Branch – Unit Ax1 188 – 189 SM City Pampanga, Brgy. San Jose, City of San Fernando Pampanga

Should you have any question, please contact us at:

Email: mypolicy@danvil.com.ph
Phone: +632 756-591 or 0917-832-6459

Consumers seen upbeat . . .

First page B1

GLI said that the strong consumer confidence was likely because of falling fuel and rice prices—two of the most volatile components of inflation—as well as the sustained volume of dollar remittances from expatriate Filipino workers.

At the same time, consumer confidence was also being fueled by the strong dollar, which translates to more purchasing power for local beneficiaries of overseas Filipinos.

The survey also revealed that Filipinos' spare cash are increasingly going into spending for vacations, new clothes, paying off debts, home improvement and retirement savings.

Surveyed Filipinos said that, over the next six months, their main concerns would be job security, achieving optimal "work-life balance," as well as the state of the economy.

"Their secondary concerns include their children's educ...

Economic growth . . .

First page B1

Inflation is seen to average between 8 to 8.5 percent this year, slower than the forecast of between 9 and 11 percent.

Faster economic growth should translate to higher tax collections for the government—estimated to reach P926 billion more than what was originally set.

The government also expects the peso to hit an average of 45 to 46 against the US dollar next year, and Dubai crude to hit somewhere between $75 and $90 a barrel.

Of this number, 67 percent believe that the country will not be able to rise out of recession over the next 12 months, 16 percent were unsure, and only 17 percent felt that the Philippine economy would be able to recover within that period.

"People are a lot of signs of economic distress," GLI said. "They worry about that. For them, a recession cannot but necessarily mean, but personally, they are not feeling it yet." NOW A re... part from AFP

PRULINK | **PRU LIFE UK**

Investments of Variable Life Insurance Contracts	Launch Date	Launch Price	Current Price (as of Nov. 3, 2008)
Bond Fund - Peso	1 Dec 04	1.00000	1.00000
Managed Fund - Peso	1 Jul 04	1.00000	1.00000
Growth Fund - Peso	1 Dec 04	1.00000	1.00000
Equity Fund - Peso	1 Jul 04	1.00000	1.00000
Bond Fund - US Dollar	1 Jul 04	1.00000	1.00000

Zeus Holdings, Inc.

TO ALL STOCKHOLDERS:

NOTICE IS HEREBY GIVEN that the Annual Meeting of the Stockholders of Zeus Holdings, Inc. will be held on 26 November 2008 (Wednesday) 2:00 p.m. at the Penthouse, Lepanto Building, 8747 Paseo de Roxas, Makati City.

(Sgd.) Atty. Daisy L. Parker
Corporate Secretary

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NOTICE TO THE PUBLIC

The public is hereby notified that the registered owners of the following trademarks and utility model patent:

1. **2in1 electric fan** - **Reg. No. 4-2002-004193**
2. **3in1 electric fans** - **Reg. No. 4-1995-101589**
3. **Oval Aire** - **Reg. No. 4-2002-004195**
4. **Oval Fan** - **Reg. No. 4-2002-004197**
5. **Oval oscillation mechanism for Electric fan** (an electric fan that oscillates in an oval manner) - **Appl. No. 2-2002-000261**

have given my client, **3C Distributors International Inc. (NIKON Home Appliances)** the exclusive right to the use of said trademarks and utility model patent as well as to manufacture, sell and distribute electric fans patterned under the above-mentioned registrations.

However, it has been brought to our attention that certain electric fan manufacturers and distributors have been manufacturing, selling and/or distributing electric fans using the said trademarks, as well as other confusingly similar marks, including the oval oscillation mechanism in violation of the Intellectual Property rights of our client (RA 8293, as amended).

In view thereof, the manufacturers, sellers and distributors concerned are hereby warned to cease and desist from committing further acts of infringement. Otherwise, we will be forced to immediately institute the necessary civil and criminal actions to protect our clients' interests.

JORGE CESAR M. SANDIEGO
Chemical Engineer * Attorney-at-Law
Former Director III – Bureau of Patents, Trademarks and Technology Transfer
(now Intellectual Property Philippines)
Unit 421 SJB Condominium 130 Panay Ave., Quezon City
Tel. No. 4970404 * Fax No. 4119935 ; email: jmsandiego@skyinet.net

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SMC Jan.-Sept. net income surges by 195%

Sale of J. Boag, SMBI and KSA stake boosts bottom line

By Elizabeth Sanchez-Lacson

SAN MIGUEL CORP., SOUTHEAST Asia's largest food and beverage company, said its net income in the first nine months of the year surged 195 percent to P28.9 billion from P7.07 billion a year ago.

The nine-month income performance was boosted by asset sales.

Based on disclosure to the stock exchange, the income remained flat at P9.47 billion in the third quarter alone. In FY, (Fiscal Year) from April, nillion in the same period last year. It turned FACT billion in the first half, up from P6.8 billion a year ago.

The company said the first nine-month income report included gains from the sale of Australian pectinate brewer J. Boag & Son Pty. Ltd., SMB, and Korea's Kirin Holdings Beverage Inc. completed in PS 68-Inst, and SMC's 20 percent stake in KSA Realty Corp. (P1.8 billion).

Without those nonrecurring items, SMC would have posted a profit of P7.12 billion as of September, still significantly higher than the previous year.

SMC's sales revenue from January to September hit P123.1 billion, up 13 percent from P109.4 billion in 2007.

Operating income rose by 26 percent to P11.7 billion from P9.23 billion, due to a more robust domestic beer operation and a turnaround in international beer operations.

SMC's domestic beer unit, San Miguel Brewery Inc., reported a 10-percent rise in revenues to P58.2 billion in the nine-month period from P51.86 billion. Its net income jumped 23 percent to P7 billion from P5.7 billion in 2007.

Operating income stood at P10.8 billion, 23 percent higher than the P8.8 billion a year ago.

SMC's international beer operations ended the nine-month period with revenue of P23.3 million, up 35 percent from a year ago.

Strong volume gains in Indonesia and Thailand, and the recovery of its Hong Kong and Shunfa China operations resulted in an operating income of $1.22 million.

Stanley San Miguel posted a 12-percent increase in sales volume, with growth coming from flagship brands San Miguel, Cobra Blue and Gran Matador. Revenue grew 17 percent to P12.2 billion, while operating income was 14 percent higher than year ago at P6.02 million.

Despite improved demand and GSMI's ongoing efforts to raise efficiencies, higher standard-related losses under PAS 39 to P6 percent decline in net income to P199 million, from P326 million in the same period last year.

Gains from cost-driven pricing and strong sales performances across the poultry, feeds, and processed meat segments resulted in a consolidated revenue of P53.1 billion for the first nine months, up 15 percent from a year ago.

But higher costs and residents' investment spending resulted to a 14-percent decline in the food group's operating income to P1.53 billion in the first nine months from P1.79 billion a year ago.

Ayala-owned Manila Water Co. generated P4 billion from a bond offering that ended last month.

PDC is undertaking two projects: The 12-hectare Sovereign Resort Town near Marina Shangri-La Hotel in Cebu and the Beachfront in Boracay Global Cove.

Shangri-La's master-planned Boracay resort will have the first beach club, casino, villas, residential lots and residential condominium buildings. The Beachfront is a two-tower condominium complex launched recently.

Aboitiz Power issues ₱3B in notes

By Abigail L. Ho
and Elizabeth Sanchez-Lacson

TO RAISE FUNDS FOR ITS FUTURE expansion, Aboitiz Power Corp. has floated P3 billion worth of five-year and seven-year peso-denominated corporate notes (P3B in notes).

"The proceeds from the notes issuance will be used for Aboitiz Power's financial requirements, as well as for other general corporate purposes," the company said in a regulatory filing.

The notes, the value of which would be increased depending on market demand, are being offered to at most 19 institutional investors.

The offering, which started Wednesday, should be closed by the end of the year, the company said.

BDO Capital and Investment Corp., BPI Capital Corp., First Ebisu Investment Corp., and the Manila branch of ING Bank NV are the joint lead managers of the issue.

In an earlier interview, Aboitiz Power executive vice president Luis Miguel Aboitiz said the company would bid for the 140.5-megawatt Pasuy and 32-MW Bohol diesel-fired power plant packages, and the 192.5-MW Pakuphinon geothermal power plant.

He said the company and Boracay resort operator the JEP subsidiaries Cebu Private Power Services Assets and Liabilities Management Corp. would start marketing off this month.

In the meantime, Hilower power operator Corp., the holding firm of the Gotianun family will offer P3 billion worth of bonds most likely in the first quarter of 2009.

Hoshy appointed FDC chief finance officer Francis Coloso said proceeds from the bond offering would be used to prepay debts acquired at higher rates and finance possible joint venture projects in the real estate sector.

"A lot of institutions are looking at good corporate debt to park their money in. If you look at the past issuances, local banks are very loyal," Coloso said.

Smart questions NTC study

By Rica T. Chikwedo

SMART COMMUNICATIONS INC. QUESTIONED the transparency and accuracy of the National Telecommunications Commission's (ntc) benchmarking study in Metro Manila, which declared Sun Cellular Telecom Inc. the best provider.

"The (ntc) was conducted during the period of network enhancement, which Smart previously advised this honorable commission, it will perform, as its network and which may affect or disrupt the service," Smart legal and regulatory department head Patricia Espanol said in a letter to NTC Commissioner Ruel Cortez.

"There is reason to consider the data gathered during the said drive test inaccurate and the conclusions based on such data as incoherent and faulty," Espanol said.

Smart said the study lacked fairness because the parameters used were not made transparent to the wireless concerned.

Silicon as to be clear. What we are questioning here is not that the study was done, but the manner in which it was done and the results arrived at," Smart public affairs chief Ramon Isberto said in an interview.

Isberto said the study could have been conducted when all the parties were all in a normal operating situation.

More importantly, he said, the consideration should have disclosed the technical parameters of the study to the affected parties. "Instead, the parameters were not disclosed to us, nor were we given a chance to be heard on the matter," Isberto said.

In NTC's study Smart registered 91 blocked calls (0.79 percent of 2,475); while Globe posted 46 (1.99 percent) and Sun, 779 (17.05 percent). On dropped calls, Smart registered 35 (1.42 percent), Globe 31 (1.43 percent), and Sun 46 (1.99 percent).

TO THE SHAREHOLDERS OF
eVisions Global Solutions, Inc.

November 7, 2008

Pursuant to Paragraph 3 of the mandatory tender offer rules under the Securities Regulation Code (SRC Rule 19), this is to advise you that RNS Acquisition Co. LLC will implement a tender offer for the total issued and outstanding common shares (including American Depositary Shares) of eVisions Global Solutions, Inc. ("eVisions"). The terms of the tender offer shall be announced on the date of the commencement of the tender offer.

The minimum of issue does not constitute an offer to purchase nor a solicitation of an offer to sell common shares or American Depositary Shares of eVisions. The tender offer will be made solely by the formal offer documents and the related application to sell for common shares, and similar documents for American Depositary Shares, (collectively and individually, "Tender Offer Documents"). Shareholders will be able to obtain a free copy of these documents (when they become available), including the tender offer statement on SEC Form TO, which will be filed with the SEC in accordance with the tender offer.

Very truly yours,
RNS Acquisition Co LLC

PSALM Power Sector Assets & Liabilities Management Corporation

INVITATION TO BID

The Power Sector Assets and Liabilities Management Corporation ("PSALM") Privatization Bids and Awards Committee (the "Committee") invites interested parties to participate in and bid for the Appointment as IPP Administrator for the

150-MW Contracted Capacity of Pagbilao Coal Fired Thermal Power Plant located in Barangay Gulang Gulang Pala, Pagbilao, Quezon (the "Pagbilao IPPA")

and

600 MW Contracted Capacity of Sual Coal Fired Thermal Power Plant located in Barangays Pangascasan, Sual, Pangasinan (the "Sual IPPA")

(collectively, the "Power Plants")

Interested parties must submit a letter of interest (LOI) to the Committee which shall state the full name, address, telephone and fax number of the interested entity, name of the principal contact, and signed by an authorized representative. The LOI must apply to both the Pagbilao IPPA and Sual IPPA. All LOIs must be received by the Committee at the Philippine Dealing and Exchange Corp. Trading Floor, 37th Floor, Tower One, The Enterprise Center, 6766 Ayala Ave., cor. Paseo de Roxas, Makati City, Philippines, on or before 3:00 p.m. on 21 November 2008 (the "LOI Submission Deadline"). Only interested parties that submit an LOI on the LOI Submission Deadline shall be allowed to participate further in the appointment as IPP Administrator.

As a prerequisite to the receipt of the Bidding Package, interested parties shall execute a Confidentiality Agreement and an Undertaking pursuant to Section 10 of RA 9136. Both the forms annexed to PSALM and pay a non-refundable fee in the amount of Five Thousand U.S. Dollars (U.S.$5,000.00) (the "Participation Fee"). The Participation Fee shall be in the form of a manager's check, or cashier's check, or bank draft or any other mode as for the account of the interested party. The Confidentiality Agreement, Undertaking, and Participation Fee must be received by the Committee on or before 3:00 p.m. on 24 November 2008 in order an interested party to further participate in the bidding process for the appointment as IPPA.

The Bidding Package, which sets out the Bidding Procedures, shall be made available after 10:00 a.m. to 3:00 p.m. from 25 November to 28 November 2008 (the "Deadline") at the PSALM Office. Only interested parties in connection are described below) who have been issued the Bidding Package by the Deadline will be allowed to participate further in the bidding process for the appointment as IPPA.

An interested party that wishes to bid for the Sual IPPA shall participate in the bidding process, submit a bid, and enter into the pertinent agreements. Only an interested party submits the Confidentiality Agreement and Undertaking, and pays the Participation Fee, such interested party may no longer be considered in the bidding process, except that such interested party may participate in the bidding process for the Sual IPPA if it submits the same documentary requirements of which are (i) such interested party must own at least a majority of the shares constituting and entitled to vote in such consortium's voting securities must be a controlling entity, and (ii) a valid proposal to bid through consortium member submitted to the Committee on or before the deadline and for the purpose of the Bidding Procedures.

The schedule of the bidding activities shall be as follows:

Bid Security	11 November 2008 until 3 business days after the bid submission deadline
Pre-Bid Conference	2:00 p.m. on 12 December 2008 at the PSALM Office
Bid Submission Deadline	10:00 a.m. on 19 December 2008 at the PSALM Office

References to the dates and times stated as Manila time. Should any of the above dates fall on a holiday, the deadline shall be extended to the same time of the immediately succeeding business day in Manila City.

Each qualified bidding consortium will be required, in accordance with the Bidding Procedures, to post a bid security in the form of an irrevocable standby letter of credit issued by a bank acceptable to the Committee, or such other form acceptable to the Committee, in the amount of Ten Million U.S. Dollars (U.S.$10,000,000.00) (the "Bid Security"), as performance security to guarantee, amongst others, faithful and complete performance of its obligations under the transaction.

A bidder must submit a bid for both the Pagbilao IPPA and Sual IPPA. The bids are separate and distinct from each other; hence, one bid must not be submitted for the Pagbilao IPPA and Sual IPPA. There shall be two (2) winning bidders, one for the Pagbilao IPPA and another for the Sual IPPA. A bidder can only be declared winner for the Pagbilao IPPA or Sual IPPA, if the Bid is the highest bidder for both the Pagbilao IPPA and Sual IPPA, the Committee will reject which one is lowest in the Bidder Should a bidder submit a bid for either the Pagbilao IPPA or Sual IPPA and PSALM any action against such bid for the Pagbilao IPPA or Sual IPPA on the ground of non-compliance.

The details of the appointment as IPP Administrator for the Pagbilao IPPA and Sual IPPA are contained in the Bidding Package.

Letters of interest, Confidentiality Agreements and Undertakings shall be addressed and submitted to: The Chairman, Privatization, Bids and Awards Committee, PSALM Corporation, 37 Floor, Enterprise Building, 6766 Ayala Avenue, Makati City, Philippines, Fax number (63-2) 840-2018. Bidders shall be informed in writing of the PSALM Office or electronic version (632) 867-0179 or email address pbacsecretariat@psalm.gov.ph.

The Committee reserves the rights to accept or reject any interested party or bidder or consortium, to declare any or all interest parties to waive any defects contained therein and accept the offer advantageous to the Government, without offering any reason whatsoever. It does not assume any obligation to communicate to interested parties the reasons or basis for declaring any bid as a result of their participation in the privatization process. Nor does it guarantee that all award will be made. Finally, it reserves the right to modify, supplement, or withdraw the Bidding Procedures, and to extend the deadline for the submission of bids, including the interested parties and the various potential bidders. By any reason whatsoever and without giving prior notice. Interested parties and/or bidders will be notified subsequently of such modifications, supplements, or changes.

PSALM Privatization, Bids and Awards Committee

BUSINESS

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Mining misses investment goal

Gov't says infusion may only hit $826M

By Amy R. Remo

MINING INVESTMENTS ARE EXPECTED to reach only $826 million this year, falling short of the government's target of $1.56 billion, a senior government official said.

"There's no scaling down, just a rescheduling of the timing of investments," explained Mines and Geosciences Bureau Director Horacio Ramos.

Last year, mining investments amounted to $403.09 million.

In a separate phone interview, Ramos explained that the lower investment level this year may be due to delays in the financing of certain mining projects, citing OceanaGold Corp.'s Didipio copper project.

According to Ramos, OceanaGold was expected to pour in an additional $18 million by the end of this year, but due to financing delays, this will be invested next year instead.

"Some of the investments that did not materialize this year will just be transferred and accounted for by next year," he added, noting that other sources of delay include conflicts between the local and provincial governments and the mining companies and attacks from rebel groups.

Ramos said the country has generated $260.64 million in actual investments in the first half of the year and an estimated $565.49 million will come in within the second half.

Investments this year are expected to come from 40 mining projects, including Carmen Copper Corp.'s Toledo copper project in Cebu ($78 million), Coral Bay Nickel Corp.'s Palawan nickel expansion ($44 million) and Philnickel's Masbate gold project ($48 million).

Others are OceanaGold's Didipio copper gold project, Platinum Group's Rapu and Mandaon-Aroroshell another projects and Philsaga's gold project in Agusan del Sur.

Despite the all-target investment level this year, Ramos said the government remained confident of hitting its new target of $15 billion in mining investments by 2013, on the back of the new projects that are expected to commence over the next few years.

These include the $1.7 billion-nickel processing plant that Japan's Sumitomo Corp. and local Taw Nickel Asia had planned to put up, as well as the $400-million-lump touching facility of Benito Mining Ltd.

PSALM starts bidding for IPP contracts management

Abigail L. Ho

AFTER YEARS OF WRITING, POWER SECtor Assets and Liabilities Management Corp. has finally started the bidding for the management of National Power Corp.'s independent power producer contracts.

The first contracts to be placed on the auction block are those for the 1,200-megawatt (MW) Sual and 700-MW Pagbilao coal-fired power plants, both operated by Team Energy Philippines.

According to PSALM, the Sual and Pagbilao contracts were chosen to launch the IPP administration (IPPA) bidding process as these got the most interest from investors.

Both under build-operate-transfer contracts with Napocor, the Sual plant in Pangasinan is up for transfer in 2024, while the Pagbilao plant in Quezon will be turned over the year after.

Investors interested in bidding for the right to manage the Sual and Pagbilao concessions should submit a letter of interest on or before 5 p.m. on Nov. 27.

Qualified investor-groups will be allowed to conduct due diligence on the plants from Nov. 13 to Feb. 18, 2009.

A pre-bid conference has been scheduled on Dec. 12, while the bid date has been set for Feb. 20, 2009.

In light of the global credit crunch, PSALM would be removing the upfront payment requirement for winning IPPAs.

Considering the gravity of the financial crisis, PSALM has modified the model that it is going to use for the IPPA bidding.

Instead of asking for an upfront payment, PSALM will just ask for a monthly payment from the winning bidder.

Under RA 9136, or the Electric Power Industry Reform Act of 2001, the transfer of the management and control of at least 70 percent of the total energy output of power plants under contract with Napocor to IPPAs was one of the conditions for the implementation of retail competition and open access.

IPPAs are qualified independent entities that will administer, conserve and manage the contracted energy output of Napocor's IPP contracts, including selling the energy production and/or offering ancillary services.

The total saved capacity of all IPP contracts to be bid out came up to 6,232 MW.

DENR awaits bigger budget

THE DEPARTMENT OF ENVIRONMENT and Natural Resources is expecting a hefty 50-percent increase in its budget next year or P12 billion.

Environment Secretary Lito Atienza disclosed yesterday that the DENR may get an additional P4 billion next year from the government coffers, up from the current budget of P8 billion.

"The DENR is fortunate enough to be one of the few agencies who will enjoy a bigger budget next year ... that means the country and support that we are getting from the President," Atienza said. "We got it from Congress when they approved the budget and we hope to get it from the Senate in its final approval."

Under the proposed P12-billion budget, the Office of the Secretary or the DENR offices may be allocated P9.28 billion, while the Environmental Bureau, P622 million; Environmental Management Bureau, P542 million; National Mapping and Resource Information Authority, P650 million; National Commission on Indigenous Peoples, P500 million and the Palawan Council for Sustainable Development Staff, P44 million.

Atienza noted that P2 billion of the DENR's budget would go to the reforestation program, a core component in the agency's planned projects and projects.

The environment chief said the massive reforestation project will be conducted in the upland areas, "in what we call the upland development program, which also has an objective of poverty alleviation and job generation."

"This program will be different. In the past, we contracted parties to go to specific regions to do the reforestation and obviously this has failed miserably in many areas," Atienza explained. "Next year, we will instead contract the communities themselves to do the reforestation in the upland areas."

According to Atienza, the upland communities and the tribal groups residing in the mountains would be the direct beneficiaries and will be the agency's partners. Amy R. Remo

BUSINESS Friday

E-mail: business@inquirer.com.ph
Website: www.inquirer.net/business
Business/Features Editor Margie Quiroga-Espino

Seven ways to maximize marketing budgets

By Karen V. de Asis
Correspondent

IT'S OFFICIAL—THE US economy is in a recession.

Asia, including the Philippines, is not expected to be insulated from this and as belts tighten, companies have to be smarter in how they spend on marketing.

Sage businessmen know that when there are threats, there should be new possibilities. And in times of crisis, the best tool is not to hold back entirely but to manage budgets very well to rise up to the opportunities. This includes using marketing resources wisely and efficiently to ensure that each brand of product or service remains foremost in the consumers' minds and shopping list. Here are some of the ways to manage marketing resources efficiently specially in challenging times.

Choose your media format wisely. The cheapest form of media may not serve your marketing objective. Bent to choose media that brings across a substantive message about your brand; a format that reaches a good portion of your market and allows for real visibility of your brand getting noticed by your target market.

Check out details of your media. You may be placing ads on television or radio programs that your market hardly watches or listens to; printing ads in publications that your potential consumers do not subscribe to or buy; sending out press releases that hardly merit space or air time; or even doing special events that your potential target market is not likely to participate in.

Managing your selling funds in troubled times

1. Choose your media format wisely.
2. Check out details of your media.
3. Find ways to cut production costs.
4. Strengthen value messages in your communications.
5. Leverage on human capital.
6. Check out your consultant's background and intent.
7. Research, research, research.

Find ways to cut production costs. Cutting production costs does not mean avoiding highly experienced print photographers or television production houses. Negotiate with a local supplier for example, lowering casting, producers and director fees; haul and logistics costs, can substantially reduce TV production costs. Also, letting your advertising agency know that being too detailed with production does not serve your communications objective but merely increases production cost. After all, reputable suppliers know their effects and are familiar with agency creative teams whose entertainment attention to detail drags advertising production reaching to higher costs.

Production houses are threatened by TV station-produced commercials that do not exactly come at par with brand equity standards the way experienced and reputable commercial production houses do, but are nevertheless, far less expensive. Match down, notable commercial production houses will produce far better advertising that contributes to building or maintaining brand image.

Strengthen value messages in your communications. Next to being the core capital of the agency team that being too detailed with production does not serve your communications objective but merely increases production cost. After all, reputable suppliers know their effects and are familiar with agency creative teams whose entertainment attention to detail drags advertising production reaching to higher costs.

Production houses are threatened by TV station-produced commercials that do not exactly come at par with brand equity standards the way experienced and reputable commercial production houses do, but are nevertheless, far less expensive. Match down, notable commercial production houses will produce far better advertising that contributes to building or maintaining brand image.

Strengthen value messages in your communications. Next to being the core capital of the world, the Philippines is known for Filipinos being foremost virtuous shoppers hunting a unit of all-Bueno, emergent and not so rich countries like Singapore, Portugal, Germany, India, Austria, South Africa, Malaysia, Turkey and Italy. The finding was based on a 2008 Global Shoppers Consumer Report on Grocery Store Choice and Value for money conducted among 26,000 respondents worldwide.

Filipinos are not extreme parsley by price but are willing to pay a little more provided they perceive the benefit arising from product or service outweighing the retail price.

Herein lies the accountability of the marketer whose greatest challenge is to find the right mix proposition to suit the target market. With the right message, a brand has lost burden of placing too much working capital

(FOR MORE, SEE B3)

Gadgets still centerpiece of US holiday shopping

NEW YORK/ATLANTA—US shoppers who crave electronics goodies, but are increasingly short on cash, may sacrifice a gym membership or movie purchase just to get a new gadget like the "Google phone" this holiday season.

Tightened US household budgets in the face of a recession means holiday spending plans for electronics are at their lowest level since the industry's Consumer Electronics Association began its annual shopper survey 15 years ago.

But when they do choose to spend on gifts, consumers have such a soft spot for electronics they will give up items like sporting goods and trips to pay for gadgets, said Tim Herbert, senior director of market research for the CEA, which represents the $160 billion industry.

"There are no longer just luxury items or products that are fun to own. They really are used in a variety of ways to enhance communications, increase productivity or for education," Herbert said. "Also, from a gift-giving standpoint, there is still a tremendous 'wow' factor with electronics."

Consumers plan to cut overall holiday spending by about 1% percent this year, but their budgets allocation for electronics has increased, according to CEA.

That should help keep the momentum behind hot-ticket items like the "Google phone" distributed by T-Mobile USA, Apple Inc.'s iconic iPod and newer iPhone or even a sleek 2-pound Dell mini-computer.

Advanced video game consoles, 46-inch flat panel televisions and smartphones are also expected to move off retail shelves, as well as humbler technology products that simply improve communications and organization.

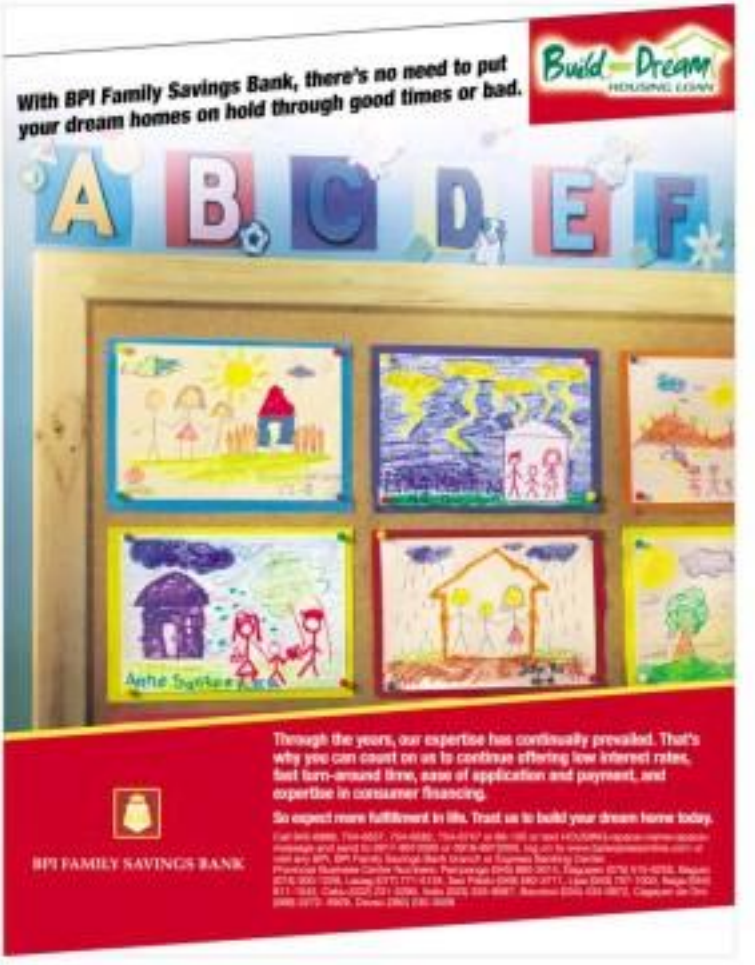
They include AnaDisk's 8BL pocket-sized 16-gigabyte memory card, DVD box sets, compact external hard drives that can hold entire music and video collections and software by the likes of Microsoft Corp. and Logitech International SA.

But in hard times, traditional electronics retailers like Best Buy Co. and Circuit City Stores will be pressed to offer bigger deals on these items to consumers to stand out against the discounts at Wal-Mart Stores Inc.

"The product cycle is commoditizing, so as price points become cheaper you get into the newest spot of the Wal-Mart customer," said JP Morgan analyst Christopher Horvers.

"Circuit City right now is in a retail-constrained situation and really fighting for their life," Horvers said.

Reuters



Great minds think alike? Or plain copying?

Ads with 'twins' in the past

LEFT photo is an ad done for Old Dirty Bastard in 2004 by a UK agency. The ad below is for the same brand, done in 2007 by a Vietnamese agency. 2007 Cannes Bronze Lion winner

By Roger Pe
Contributor

WHILE GOOGLING THE NET a few years back, some local ad agency creatives stumbled into an advertising website showcasing the latest print, radio and TV campaigns from around the world. It could have been an ordinary day if not for a TV commercial that shocked them.

The ad, that they later read as an award night regular of an ad that had been the recipient of an award, night for night, frame by frame, both were one and the same until the very last shot, which, coincidentally, also espoused the same advocacy—"save our trees."

The drop up cone sequence coincidentally began with a dramatic close-up shot of a toilet paper roll being pulled by an anxious hand. BG the shoots all emptied brands on a toilet paper holder.

Because of some technical difficulties in downloading a copy from the site, and to the extent we might all come out that couldn't be officially promoted, the ad escaped scrutiny from the gatekeeper committee.

Coincidence? Parallel thinking? Great minds think alike? "You decide," answered French-born Joe Le Pirupe for www.joelepirupe.net), owner of an advertising website with one of the largest collections of theirs and advertising worldwide.

Through his centralized "shameless exposure" on the site's banner, he was careful not to point an accusing finger to anyone but gives the benefit of the doubt. The site, incidentally, also features some Pinoy ads with close similarities with others in other parts of the world.

The global awards competition season is on with The One Show and D & AD, two of the world's toughest, vending out many items. Interestingly, an Asian country with a film of attitudes on "imitation" work came out with a record of like-for-Call-For-Entries for its national awards competition a few years back.

It wasn't the usual imitation but a fabulous pamphlet with a parody on how the agencies will go to sets on record. It contained a self-deprecating, tongue-in-cheek advice to creatives on how to guard their printed work to stave off many people from duplicating their work, to wit:

"Brainwash or publicize your work even if it's still in Brandnew! Ironic. How dare your work had been exposed to public, copycats on the prowl will look elsewhere. Make an attempt stinking it known—the work it yours and yours alone."

Another website with a wider collection of strangely similar looking ads is www.coolest-ads.com. More prudently reserved and less bullish in their overt pronouncement, the site puts up a big disclaimer: "We don't claim that the ads featured on the site were stolen or plagiarized. It never can be justified. The site is people who know for sure are the authors themselves. We are just debating your attention to the fact of those uncommon coincidences."

Images of "The Human Evolution," "The Last Supper," "Mona Lisa," "Marilyn Monroe" are some of the most exploited ads on the site. Some Pinoy ads also made it to the site.

Just as more and more creative ideas are coming out from ad agencies, look-alikes are also becoming a dime a dozen. "Some people either tweak an already published idea or recycle it to avoid being accused of stealing other people's work," in an interview from a big agency says.

"The best thing is to immediately copyright your work. It is a protection and if it not completeness to do," says a copywriter who doesn't want to be named and bluntly adds "the ideas have been stolen even by his supervisor on several occasions."

"Often creative people are given a generic brief to solve an advertising problem, chances are they will come out with universal, generic symbols associated with the generic idea," says a multinational ad agency planner.

A veteran creative director says, "Once I get a brief, I close my eyes to animals and award-winning books. Things you see on these volumes tend to sink into your subconscious and eventually resurface in your work without you realizing it."

Got a fresh idea? Before you even assume "Eureka" check first with the websites mentioned. Your ads just might have something in a land far away. It is nightmare enough being branded as a copycat...leave even to be lead inadvertently on those two cases.

LEFT photo is an ad created by a Polish agency in 2006. Right photo is an ad created by a Brazilian agency in 2007.

GOINGS-ON

Pinoy Lifestyle Expo set

A LIFESTYLE AND HOBBIES EVENT OF SPECIAL INTEREST TO ALL HOBBYISTS is the commercial booths at the Asiatech Center in Ortigas as manufacturers and distributors of hobby and lifestyle products will be showcased during the "Pinoy Lifestyle Expo" kicks off on Nov. 14 at the Bel-Air Studio SuperCenter Chantilly Marquina and Mel Mutti.

This events organized by Global Link Global Link Real Estate and Investments Corp., represented by its director and treasurer Eugene Ng, who is chief operating officer of Pinoy Lifestyle Expo.

Pinoy Lifestyle Expo consists of multi-trade events slated from Nov. 14 to Feb. 28. The range of these activities will have seven components: Home & Real Estate Showcase; Auto & Motorcycle Show; Security Systems & Electronics Gadgets Show; Lifestyle Clothes & Bazaar; FREDEC Hunting Fair; Franchise and Business Opportunities and Tourism & Travel Showcase.

GE's ecomagination revenues to rise

GE MYRIARD THAT, AMID GLOBAL ECONOMIC TURBULENCE, revenues from its range of energy-efficient and environmentally advantageous products and services will grow to $17 billion to $18 billion in 2008, while GE's annual investment in cleaner research and development will pass $1.4 billion.

"There is a great being among the current economic uncertainties and GE customers and investors are benefiting," said GE chair and CEO Jeff Immelt. "Cleaner innovation and technology resonate in the marketplace, while we clean our own energy and water costs and emissions, further strengthening GE's competitive position and this advantage will allow us to grow customers."

Introduced in May 2005, ecomagination is GE's commitment to customers and committed pioneering technologies that help customers address their environmental and financial needs and help GE grow.

Postpaid line with call, text unlimited

SUN CELLULAR HAS COME UP WITH UNLY LINE 488 WITH CALL & Text Unlimited. For only P488 pesos a month, one can call and text without ever paying about peanuts credit limits for your load-to-text calls and text messages.

Other advantages Easy Rental of free PHP regular load for every early payment. Use Infinite also offers Easy Approval for postpaid lines. There is no holding or lock-in period since your application is approved.

Seven ways to maximize marketing budgets

From page B6-1

...recently media.

Leverage on business capital. Strategic companies are boosting their available human capital with their parts brand commitment whose advantage is an outside-inside point of view, breadth and width of experience, and overall low cost as the company or consultants are retained on temporary or short-term contract basis or as free word school. After all, depending on the contract, the cost of retaining a consultant is less than the cost of a two prime time TV spots.

Check out your consultant's background and interest. The company's challenges is to pick the right consultant who understands the software of marketing, brand building and management and is not a pure marketing communications person.

Research, research, research. Market research remains a tool that when used effectively can help the brand tremendously. Its consumer behavior changes in response to new trends and economic developments in the macro-environment, marketers are who to use this tool. While the tool is readily available for every company to use, the creative touch is determine which of the findings from research are worth the brand right remains with the marketer.

(More about marketing and branding strategies from John Fulder in The Mind: A branding strategy. Feedback or comments: dean@.com or John@delivator.net.)

From talismans to towering sports symbols

By Teo Arceo-Dantes

Pedilan bracelets worn by athletes

BASEBALL FANATICS WILL notice at least three things about the players in Major League baseball who are paid millions of dollars to swing the bat and catch the ball. They spit a lot, often "adjust" themselves and never fail to wear one to two necklaces.

And there is a very good chance that the necklaces they wear like a talisman during action-packed games—like the last World Series won by the Philadelphia Phillies—have been manufactured at seven away in Ayala, Japan by a company called Phiten Co. Ltd.

That Phiten ended up becoming only the 13th brand on the title list of jewelry to be chosen by the MLB, arguably the world's most valuable baseball franchises, was due in large part to the players themselves giving their heartfelt endorsement.

They were not even paid to do so, at least not at first. They just believed that the necklaces, athletic wear and bands helped them excel in the sport.

The products were sold and tested, and endorsements by key players, such as pitcher Randy Johnson, as well as golfer Sergio Garcia and long-distance runner Paula Radcliffe, ran in turn.

And because the players themselves believed in the product and were not afraid to say so, it became much easier to sell the product to not just professional baseball players and elite athletes, but also to the ordinary athlete-type who needed all the help they can get to perform at their best.

Phiten Philippines, the exclusive distributor of the Phiten athletic line in the Philippines, hopes that athletes and fitness enthusiasts in the country will look at Phiten products in the same way, and consider them as indispensable part of their workout.

The biggest draw is Phiten's claim that the titanium laced into the fabric of its different products helps improve concentration and enhances strength and endurance—it is said athletes that use athletic gear is to perform at their peak.

Through the company's proprietary Phiki process, the wider carbide bonds of titanium, gold and silver are incorporated into Phiten products that can help improve body energy balance and promote healing.

Phiten executive advisor Koji Oba tells the business through an entrepreneur that the titanium ores up the self-healing powers of the human body, thus enhancing its natural capabilities to meet physical challenges, such as those posed by playing sports at the professional level.

Oba says that the Phiten was actually first developed in 1983 to help the elderly in Japan hold off the ravages of aging.

Much later, the company realized that the same properties could help athletes, leading to the expansion of the market for Phiten products.

Today, Phiten products are distributed in over 16 countries around the world, including Southeast Asia. It was brought to the Philippines in November last year and sales have been "better than expected," according to Oba.

He said the titanium necklaces and bracelets are the best sellers here, although sales of other products, such as compression shirts, supporters and shoes, have been going up.

The main buyers are women in their 30s to 50s who are conscious about their health and the role that physical activity plays in keeping their bodies and minds in top shape.

Because the products are not cheap—with a basic bracelet costing about P1,500—the market has so far been limited to the corporate executive ladies.

This is why Phiten products are available only in select sports shops and department stores like Rustan's, such as the Toby's and Athlete's Foot chains.

Fortunately for Phiten Philippines, the market is growing. It cites the growing health consciousness among Filipinos as the primary reason behind the increase in sales.

From five shops when Phiten was introduced in November 2007, the chain has grown to 25, and the first standalone Phiten shop at the Shangri-La Plaza Mall in Mandaluyong City opened in August this year.

Phiten is primed for the likelihood that retail sales may skid to a halt, given the global economic crisis, because it has never been one to go after growth spikes.

Instead, Phiten believes in slow and steady growth to show that the product line has its gained market acceptance.

Firm adopts multi-brand strategy

ACES HAS IMPLEMENTED A multi-brand strategy which exploits the positive synergies that companies of the group (Aces, Packard Bell, Gateway and eMachines) have developed over time with their customer base, conserving the individual identity and personality of each brand.

The objectives are clear. Avoid brand overlapping and communication schizophrenia both internally and externally (to consumers, the channel and users and investors), while maintaining the identities of the companies mentioned and increasing the overall user base.

The Aces group recently announced a project which, by means of a thorough market analysis aimed at analyzing the performance parameters of its various brands, allowed it to identify diverse user segments and understand the motivations behind sales, defining in a to-date database framed value propositions.

The analysis involved users from various European countries and also the United States and was divided into segments always:

1. Segmentation of users into groups with similar purchasing attitudes for "technological" products.

2. Definition of the brand value propositions and the positioning of the brands in geographical markets.

3. Redefine the product development process in line with the specific reference segments with a market-oriented approach.

4. Align the sales and marketing communication processes with the specific segments of each brand.

The analysis not only provided an overview of the current positioning of the various brands, but also identified specific user segments and pinpointed the specific needs and choice drivers with regards the two principal directions. The influence of the brand in the purchasing process on the one hand and the influence of technology on the other.

Community spirit fires up Sagada pottery

By Desiree Caluza
Inquirer Northern Luzon

SAGADA, MT. PROVINCE—THE artistic, rustic and fun fired heart produced the best pottery in this mountain resort town committed to retain the hearth of folklife who uphold the spirit of cooperation, locally known as "cha-ahles."

Last month, Lejo Bonting, Pablo Capoot III and other potters used a new kiln technique: Sinagpo-ogan here in filing several machine pots and jars.

"The kiln was made in five days," Bonting says. "People worked in shifts, while others gave food and donated their labor."

The new kiln, made of wood and bricks, is the third anagama kiln in the country.

An anagama kiln is a wood-fired kiln that relies on natural glazing. The flyash, which exists in the air while it is being fired, contributes the natural glazing.

"This new kiln will serve as a workshop area for all potters, and for those who want to learn pottery," Bonting says. "This is a challenge and obligation for us to teach the next generation to make sure [local] pottery will always be alive."

The newly formed group of potters, called Patik, thrives to support behind the Sagada Potters Association and organized an exhibit to showcase the local pottery products.

Some members of Patik-Potters Association of the Philippines Inc. are accomplished potters like Julieta de Guzman, Jose Pongcalan, Jose Eduardo Perdido, Melinda Lacchei and Capoot.

The local potters became Patik's official chapter members in Sagada after an outbreak in March that year that featured the town's pottery.

Bonting says part of the sales from that exhibit, held in Makati City, was used to buy materials for the construction of the kiln in Hungduan.

"Part of our vision is to preserve the identity of Sagada because of its beautiful natural resources," says Capoot, who comes from Barangay.

Sagada pottery traces its roots to locals who used earthen jars and utensils in ceremonially rituals. Bonting says the community in northern Sagada considers three jars priceless and sacred.

"They value jars because the ritual wine [tapuey or rice wine] comes from them," he says. "The earthen jar is one of the centerpieces of local culture. Before one opens the jar, there should be an accompanying ritual."

Sagada Mayor Eduardo Leterman Jr. says local pottery has helped define an industry for Sagada.

"It's one of the industries that are making a mark in our local economy," Leterman says. "It is now one of our sources of livelihood here."

Sagada pottery started in the early 1970s when Dr. Gutierrez, an artist who settled in the town, saw that the community's clay could house a small-scale industry.

A NEW kiln in Sagada is the third anagama kiln in the country

Marketing RX

Synergy Rx 4

The other two, the soup-eating segment and the water-using segment, are set in different segments for consumption. This is because the first of these two is already unhappy with soup as a homemade substitute. Soup users say something like this: "It makes me dry and dehydrates them." to demonstrating that a homemade like pillow sweet dry and wood soaker in water with dehydrated ingredients in favor of pillow. On the other hand, the water-using homemade prepares noises not like this: "This is my daily menu, pesang dalag with labuyo. I don't like expense to use laminate soaks." That's a workable issue of affordable value for money saving.

In population size, each of these two user-user segments is somewhat larger than the current 10 percent "frontrunner" users. The consumers in the soup-using segment want to 30.5 percent prospective "frontrunner users" (= 20% x 152% user-users). That's the exact population size of consumers in the water-using segment.

Converting the soup users into becoming frontrunner users doubles (more or less) the current "frontrunner" user market. Thus bringing in the consumers in the water-using segment will more than triple that current frontrunner user market. As you can see, this is the argument in favor of taking advantage of consumer self-segmentation by the most practical business-growing benefits. So, what will our consumer participants, the ultimate source for growing your business to new user market segment. Find out and you double or even triple your business. Because the period of creating a new market segment has been getting shorter and shorter, you can appreciate why searching and locating a new user-number segment has become ever more critical.

AyalaLand example

Here's another instructive case that teaches this practical business-growing advantage of self-segmentation but with a different twist. This is the self-segmenting behavior of home owners of AyalaLand.

Originally, the market segmentation that AyalaLand adopted was by the socio-economic classification of the upper-upper class, i.e., the Class A market. This real property company partitioned the Class A market into the Class AAA (triple A) segment, the Class AA (double A) segment and the Class A (single A) segment.

Over the years, as these market segments got "saturated," research on homeowners in these segments revealed that homeowners have been self-segmenting themselves into a first repeat customers for another house and lot, and even as second repeat customers. At the life cycle stage of "Full Nesters I" where the couple's youngest kid is less than 6 years old, the Class A customer has been observed to be at its first peak repeat home buying. This is a potentially double-the-business opportunity.

Then at another life cycle stage of "Empty Nesters I" (those you now have older couples, with or without kids at home, but the household head is still working), a Class A customer is at its second peak repeat home buying. This time said to need more, this customer buys for gift giving. One of the children is now getting married and what can be a more welcome wedding gift than a house for the newlywed. That's potentially another double-the-business opportunity.

Where's the difference for this client? Notice that the new number of each of the two peak repeat home buying opportunities comes from the same original customers. The same customer has segmented himself or herself to participate in two new market segments. That's growing business from your already acquired customers. It's not new customer acquisition as in the "frontrunner" case. That's the most cost-effective sourcing of business growing.

So there you are. There's hopefully the clear difference between market segmentation and self-segmentation, and the true practical business-growing advantage in navigating the tough (but fun) changing events and future via customer self-segmentation.

Feedback at cedyvalera@gmail.com or visit www.marketingrx.org. God bless!

HAVILA

ANGONO • TAYTAY • ANTIPOLO

Come home to a place where nature inspires art.

Havila, a 300-hectare township named after the mythical land by the river of Eden.

Through the years, Ayala continue has earned the reputation as a hub of art and culture. It has introduced artists and their families to live and thrive there. Now, you too can live amidst beauty that inspires.

Make your home in Mission Hills as inspired Antipolo. Or in the cozy climes of Highlands Pointe and Villa Montessori in Tagaytay. Or even among the luxuriant town of Forest Pointe in Antipolo. All these captivating communities are part of HAVILA, your town Eden.

The exceptional advantages of Havila:

- Recreational facilities, commercial areas and schools like San Beda College and PAREF Brookhill School are located within Havila for the convenience of its residents.
- Accessible to Amaranthus, La Salle in Antipolo, La Salle Greenhills, Xavier School, Ateneo de Manila, Miriam College and University of the Philippines.
- Lifestyle conveniences like SM Taytay and the Ortigas Business District are just a short drive away.
- Medical City and Cardinal Santos Medical Center are within easy reach.
- The challenging courses of Valley Golf and Forest Hills Golf & Country Club are close by.
- A link road connects all the communities to each other and to outlying areas for ease of travel.

Call or see to reserve your piece of inspiration and beauty.

VICINITY MAP

HAVILA

856-7788 • 885-7387
723-6515

FILINVEST LEGACY

BUSINESS Friday

'What's self-segmentation - is there such a thing?'

Q: I'VE HEARD THAT YOU RECENTLY GAVE A TALK ON MARKET SEGMENTATION AND SELF-SEGMENTATION. WE READ YOUR BOOK ON MARKET SEGMENTATION AND NEVER KNOW WHAT HAPPENED. DID THAT BOOK DIDN'T AT ALL TALK ABOUT SELF-SEGMENTATION.

WE NEVER TOLD THAT YOU TOLD [illegible] THAT SELF-SEGMENTATION IS MORE USEFUL THAN MARKET SEGMENTATION. WHAT'S THE DIFFERENCE BETWEEN MARKET SEGMENTATION AND SELF-SEGMENTATION? HOW EXACTLY IS SELF-SEGMENTATION OF MORE PRACTICAL USE?

A: We've been asked those questions before and for quite a number of times.

The most normative way to be clear about the difference between market segmentation and self-segmentation is to think of segmentation as a behavior. Our traditional premise of market segmentation is the marketer's segmenting behavior. That's basically your positioning in a marketer of your total market into segments.

The positioning may be by socioeconomic classification, Class D (borderline poor) segment, and Class E (extreme poor) segment. In another occasion or in the apparel and food supplement categories, you may participate by age to come out with the young adult segment, and the post-mature adult segment. Others like to partition by gender (the male segment versus the female segment), or even by geographical residency.

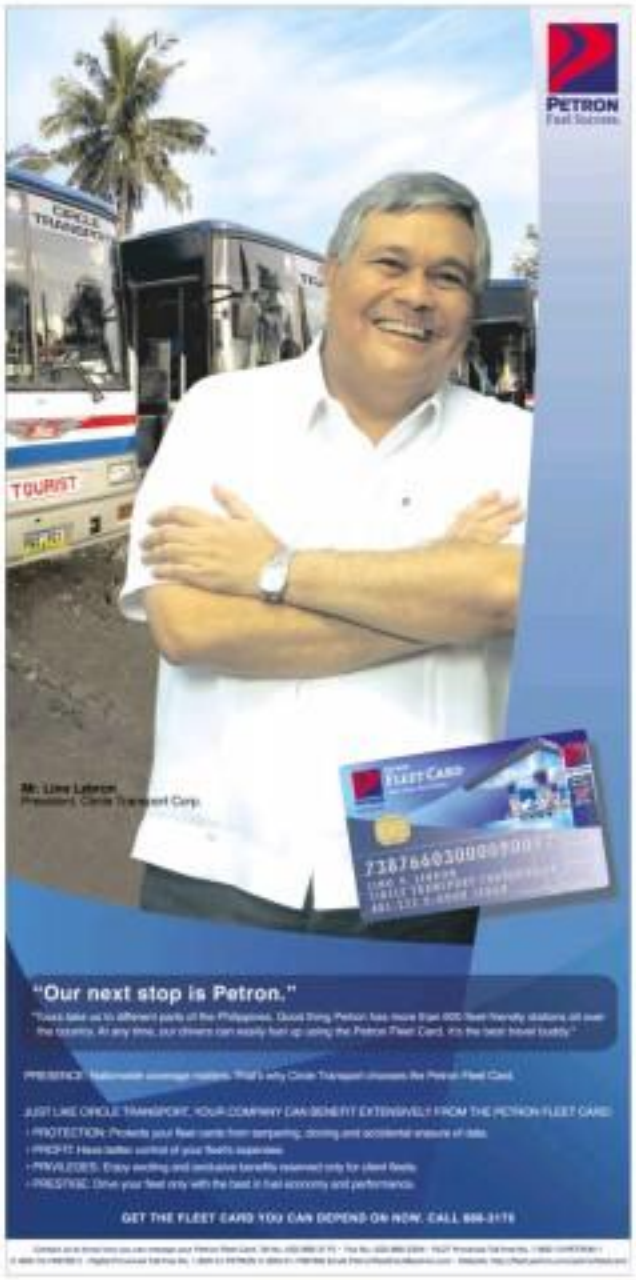
This is probably the most used segmenting variable. It's a conventional practice in the shopping mall, restaurant and hospitality services business. The practice typically yields the Class AB (upper class) segment, Class C (middle class) segment, Class D (borderline poor) segment, and Class E (extreme poor) segment. In another occasion or in the apparel and food supplement categories, you may participate by age to come out with the young adult segment, the mature adult segment, and the post-mature adult segment. Others like to partition by gender (the male segment versus the female segment), or even by geographical residency.

Classic pHCare example

Self-segmentation is the consumer's segmentation behavior. This is what the pHCare product launching team at Mobili found in the feminine wash market in year 2000. The total population of menstruating women of that time self-segmented themselves into the "financial" care segment and the "financial" non-care segment. According to NCSMaker, the care segment made up 22 percent of the total menstruating population while the non-care were a large 82 percent.

The 82 percent non-cares still segmented into three sub-segments. There were about 50 percent out of the 82 percent who for their feminine hygiene needs used two substitutes, namely, soap or water. The 50 percent divided about equally between soap and water. The remaining 32 percent out of the 82 percent were the "true" financial non-cares where money for feminine wash was something like this: "Hala sayang ang 120. Di ok da tubig-an yan. E di hindi kaya UTI. Eh I don't care! Basta." This is the most difficult market segment to go after but interesting here "Financial" segment.

MARKETING Rx 11-7



THE 5 P's of the PETRON FLEET CARD

Wouldn't you rather drive your fleet with the country's first and only fleet card that runs on a smart microchip? The Petron Fleet Card runs on a powerful technology that carries your entire fleet's transaction details and chosen limits, capturing and communicating key fleet information on site and in real time.

Here are Petron Fleet Card's 5 P's that solved the fleet business needs of just some of the biggest companies in the country:

PROFIT:
Control your fleet expenses better.

It's about being in control of your sales and distribution operations.

McKenzie Distribution is a major distributor of multinational consumer products across the country. For its VP for Administration, Patrick Sy, Petron Fleet Card gives him a level of control he really needs. He can easily manage their fleet's gas consumption through online transaction updates, which means better expense management for the company.

PRIVILEGES:
Enjoy exciting and exclusive benefits reserved only for client fleets.

More flight options, more destinations to choose from, year-round promos, affordable airfares and travel packages. It's all about customers getting the best values. When it comes to Cebu Pacific's choice, VP for Airport Services and Admin, Michael Elvas, prefers the Petron Fleet Card. It's loaded with so many features and perks: free seminars, excellent after sales service, a loyalty incentive program - a lotto keep the airline company's fleet well rewarded.

PRESENCE:
Fuel up at over 600 fleet-friendly stations nationwide.

Nationwide coverage matters for Cirkle Transport Corporation, with different loans taking its drivers to different parts of the Philippines. Its President, Line Lebron, knows that only Petron Fleet Card can fill the demand with more than 600 fleet-friendly stations all over the country. At any time, his drivers can easily fuel up using the Petron Fleet Card. It's the best travel buddy.

PROTECTION:
Protect your fleet cards from tampering, cloning and accidental erasure of data.

The Tolleways Management Corporation constantly strives to enhance safe and fast travel in the north expressway. Security is at the top of their list, that's why the Petron Fleet Card definitely works for TMC's President, Anthony Mabasa. Because of its microchip technology, cards are protected from tampering and fraudulent usage. So he's assured that things will always run smoothly. "No other card gives us that kind of security," ends Mr. Mabasa.

PRESTIGE:
Be part of a growing family of satisfied fleets only with Petron.

The Chief PNP makes no compromise when it comes to his fleet. His duty to serve and protect at all times, is truly a tough job! He found a perfect ally in the Petron Fleet Card. And as the country's leading oil company, Petron knows the fuel business inside out. We can always count on it.

The Petron Fleet Card answers the fleet business demands of these companies, which means it can also answer yours. Your fleet. Your rules.

LIFESTYLE Fashion

Imperfection made chic

Joey Samson pulls off sly and stylish surprises in his trademark tailored look

By Alex Y. Vergara

JOEY SAMSON drew inspiration from "imperfections" as a fad to the human anatomy to produce a 34-piece collection consisting mostly of tailored and layered separates for men and women in neutral shades.

Samson, this week's designer in "Fashion Watch," didn't disappoint in his tightly edited attempt to take his trademark tailoring beyond what he considers usual. What a tall order it was considering his reputation as a superb tailor.

The point of the entire exercise, in Samson's words, was to go "beyond" what people usually expect of you as a designer without completely turning your back on your roots.

"I can only go beyond when I master it once—you know what I'm doing with when I think I can still do, "he said.

Produced by Jesus Torres and Joel Bingcang, the latest is a series of four to staged over Tuesday and Thursday afternoons at Mabuhi Shangri-La.

The over-long sleeves inspired by Mohit, Bob Ocampo and Mercedes Bonnet Yitz. Other week's designer is Joe Salonga.

Relying on his keen eye for proportion, Samson was in his element constructing such basic components as sleeves, cuffs, waistbands, collars, pleats and lifts. In keeping with his decision to move in on the waist, silhouettes were right and symmetrical, with a few notable exceptions.

"It's about time, especially for men, to show off their waists," confesses Samson. "I've had enough of baggy and low-rise trousers. Besides, I feel that you can do a lot with a narrow, fitted silhouette as opposed to the slouchy."

Except for Samson's first, two related

CELEBRATING 10 AMAZING YEARS AS THE PHILIPPINES' FIRST HYPERMARKET!

SHOPWISE SHOPCRAZY!

10th ANNIVERSARY CELEBRATION

THE BIGGEST, CRAZIEST PROMO EVENT EVER! GO WILD WITH ALL THE BEST SHOPWISE PROMOS OF THE PAST 10 YEARS, ONE AFTER THE OTHER!

CRAZY PROMO WEEK 6

Tuesday, November 4 until Sunday, November 9 only

FREE 1 LITER VEGETABLE OIL*

*Shopwise Great Deal Vegetable Oil

IN OUR PAYDAY GIVEAWAY PROMO

A MINIMUM PURCHASE OF P800 INCLUSIVE OF P100 WORTH OF THESE PRODUCTS

CREAM SILK Coca-Cola

IS REQUIRED TO AVAIL OF THIS OFFER (SINGLE RECEIPT)

CRAZY OFFERS WEEK 6 Tuesday, November 4 until Sunday, November 9 only

BUY 1kg TAKE 1kg Aussie Lamb Chops ONLY P399 per kg

BUY 1 TAKE 1 Duc de Chérence Demi-Sec Blanc Sparkling Wine 75cl ONLY P265

20% OFF On All Apparel

MORE CRAZY OFFERS AVAILABLE FOR THIS WEEK ONLY... VISIT OUR STORE AND SEE OUR FLYERS!

HURRY! OUR CRAZY DEALS ARE FOR A LIMITED TIME ONLY. SO SHOP NOW AND GET IN ON THE MADNESS!

SHOPWISE

The good life you can afford

PEPLUM light

BIB like no other

COLLAR draped into sleeves

BODY-FIT jumper

BUILT-IN cut-outs for bra

TIGHT silhouette

"HUGE" detail

Imperfection made chic

SHORTS over leggings

CONTRASTING materials

UNLIKELY combo—knock coat and shorts

BELTED look

BURST of color

COVERED number

EMPHASIS on the waist

Read page 01

pieces, the same sleek approach was evident in his women's wear. He also tried to balance off some of his more "edgy" seemingly perfect figures with strategic imperfections in the form of unstructured and at times exaggerated fabric treatments on the sleeves, hems and legs.

"Even though a certain dress' proportion is sleek and slim, it can still use a bit of imperfection like lumpy details to make it look well-balanced and interesting," he said.

Cool, lightweight

Although Ilarmendi's collection might seem a tad too-warm to wear in a tropical country, it was made, he insisted, from relatively cool materials such as cotton. Twill, lightweight wool and silk.

"Lightweight wool happens to be my favorite even if some say it's only meant for abroad," he said.

Josefa provided the ladies' platform shoes, while Truffle provided the men's flared sneakers.

He also did a great deal of layering that went beyond the usual shorts over cropped leggings, pants that seemed to be falling off a man's behind only to reveal yet another pair of pants, and an intensely reveled sleeve over a fleshtoned stretched material worn by model Ria Bolivar.

"That dress proved too tedious to do," he said, referring to the corded and knotted pieces. "I was working on it up to this morning."

Apart from cording, he limited his embellishments to shred and bias cut panels (Angel Aquino's dress), contrasting neutral shades, time-intensive embroidery (which he used with expert's touch on the back of one of his men's jackets), sashes and belts to bow ties and suit neckties, and sewings/stitches on several close-to-the-body numbers.

One of Salazar's dresses (certain models had to walk twice to fill in for several no-shows), an ivory number, was beautiful and beguiling. Each panel on the bodice ended up as collars that eventually progressed into sleeves. You've got to see it for yourself.

Of all the elements Ilarmendi employed, only the corsets were a bit out of place. Although they weren't exactly superfluous or out of synch with the rest of the details, they seemed to have loosened the collection's chic factor by a few notches.

For all we knew, however, such a move on the designer's part might have been deliberate. At Ilarmendi pointed out, one could always find beauty and harmony even in imperfection.

Paris fashion botspot in a bag

SARIAC bag

TO CELEBRATE THE OPENING OF ITS new store in Paris, Ralph Lauren introduces the luxury Sarriac Collection bag, available in a limited quantity only at the Ralph Lauren Avenue Montaigne women's boutique in Paris.

The exclusive bag is made in white and black leather and buttressed with a framed leather trim, adorned with galvanic brass hardware. Each bag will have a numbered metal plaque inside.

In the Philippines, Polo Ralph Lauren is exclusively distributed by Brown Specialties Inc. (BSI), with shops at 2/L Shangri-La Plaza Mall, G/F Rustan's Makati and 150 Boulgaris' Blvd., Alabang Town Center.

RALPH Lauren Avenue Montaigne

Top hairstylist, 2 docs open salon

DR. ROY VELOQUIZ, THE OWNER of Cold Australia, welcomes into the salon business such Shoppe Matsuo Hair Studio.

To lead hairstylist is internationally renowned Shinji Matsuo, who built his reputation in New York from the '70s to mid-'90s, working with celebrities Brooke Shields, Cindy Crawford, Uma Thurman and Cyndi Lauper.

In 1999, Matsuo settled in Singapore where he opened salons there Kuala Lumpur and Vietnam.

Stylists at Shinji do not only

SHINJI

have up on coloring, perming, cutting and styling, they are also trained by a hair doctor—one of only two medical (nonsurgical) hair specialists in the Philippines, Dr. Jan Bertram, the second doctor of the house.

Bertram is the first Filipino dermatopathologist to be certified by the International Board of Dermatopathology.

Shinji Matsuo Hair Studio and Scalp+Skin and Hair Clinic is at 17 First Capitol Drive, Kapitolyo, Pasig City. Call 6353424 and 6363687.

Fresh pieces from young designers

NECKLACE and handbag with coin rings, bracelets and ring in beige from Luxora

ORIGAMI dress accessorized top from Bebora

SOME OF THE COUNTRY'S most innovative young designers showcased their latest collections at the recent Market Fridays Fashion Show at The Podium.

On the fourth level of The Podium, Market Fridays has been an exciting style station for the nation's fashionistas who are there to unwind at the mall early this year. The show revealed fresh insights on design and elegance.

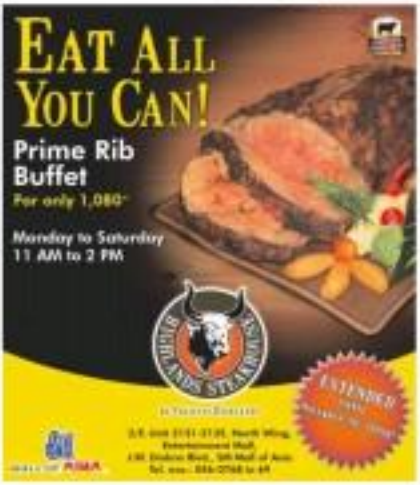
Robee by Pura Quimson had rich natural fabrics and playful, sophisticated and consistently detailed masterpieces. Kidlat's six designers Louie Claparols, Mike Quiñonilero and Edu de los Santos had stylish tops and dresses.

Jamie Mendoza's V-collection had skillfully designed classic pieces and Gail Angeles of Wisdom had girly and feminine ensembles. Central's cool vests—Pharel Santos, Marcelo Bonny and Kathy Cecilio—had outfits with lots of color and details.

Bernard's corporate wear and Pragpul Zitro's trendy casual clothes were a hit with men, while Rufus Plamenco and Xavier Gelican's Rudsi Peshewear challenged women's wear conventions.

Simplak Lingerie had boudoir pieces, while Lazaro's jewels had precious and semi-precious jewelry; evening handbags and purses.

WHITE sleeveless hoodie with drawstring tunic from V



Free high-street shopping in London

UK-BRANDED TOPSHOP TOPMAN, Dorothy Perkins and Wallis, with MasterCard, are offering a promo that will let lucky shoppers to London for free.

All shoppers have to do is shop at any Topshop, Topman, Dorothy Perkins and Wallis store branches using their MasterCard, from now until Dec. 21, 2008. For every P2,500 single-receipt purchase, customers get one valid entry they can fill out with their name, address, e-mail and signature.

The winner gets two sets of all-expenses-paid business class trips tickets via KLM Royal Dutch Airlines to London, with free hotel accommodations for five days and four nights. P180,000 pocket money, which shall be credited to the winning MasterCard.

There is also P180,000 shopping money at Topshop, Topman, Dorothy Perkins and Burtonmen London, plus another P108,000 worth of gift certificates that can be used in Robinsons Specialty Stores Inc. brands.

Other lucky winners will receive P50,000 or P25,000 worth of gift certificates.

Deadline of entries is by the end of store hours on Dec. 31, 2008. Winners shall be notified by phone call and registered mail. The contest is in cooperation with MyCard Philippines, KLM Royal Dutch Airlines and Robinsons Specialty Stores Inc.

Robinsons Specialty Stores, Inc. is the exclusive franchisee of Topshop, Topman, Dorothy Perkins and Burtonmen. Topshop is available at Robinsons Galleria, Robinsons Place Manila (ever wing, Rivera Plaza mall), Trinoma, Mall of Asia, Greenbelt 5, Shangri-La Plaza mall, Podium, Alabang Town Center, Bonifacio High Street and Ayala Center Cebu. Topman is located at Robinsons Galleria, Robinsons Place Ermita Midtown Wing, Rivera Plaza mall, Podium, Mall of Asia and Trinoma. Dorothy Perkins is available at Robinsons Galleria, Power Plant Mall, The Podium, Greenbelt, SM Mall of Asia and Robinsons Place Midtown wing. Wardrobe is available at The Podium and Shangri-La Plaza Mall.

MASTERCARD makes your shopping more fun this holiday season and rewards you for your purchases.

New whitening regimen

INTELLIGENT SKIN CARE INC. completes the Belo Essentials Whitening Face Cream Line with the launch of Whitening Toner and Whitening Face Cream.

The two new products join the Whitening Face Wash to make for a complete whitening skin regimen.

The new Belo Essentials Whitening Toner and Whitening Face Cream are created with the same knowledge that Scientists found in every Belo Essentials product.

The clinically tested and scientifically developed dual whitening system controls the production of melanin and prevents melanin transfer to the surface of the skin, allowing for faster and more incredible results.

To complement the work, the new Belo Essentials Whitening Toner and Whitening Face Cream are together synergistic only to help the skin achieve a unique glow in just seven days.

Leading Italian conductor leads PPO concert

ITALIAN AMBASSADOR RUBENS Amoroso hosts and Colonial Center of the Philippines president Nestor Jardin presented Italian composer, pianist and conductor Luciano Bellini, who will receive the baton for the third concert of the Philippine Philharmonic Orchestra's (PPO) silver anniversary season.

Called "Scenes from Italy," the event will see PPO performing with guest artists Enrique Bunoan and John Raymond Jamirol, two Filipino flutists. It will be held today, 8 p.m., at the CCP main theater.

Bellini is the latest country to be in the spotlight in the series of PPO concerts called "Tours symphoniche: The World in Concert," an initiative in the music of various countries spread over the eight-month season.

Bellini will conduct a program that includes Rossini's Overture to Semiramide; Boccherini's Concerto in E minor for Flute and orchestra; Albinoni's Adagio in G minors and Respighi's Pini romani di Roma.

A composer of symphonic, sacred, vocal, chamber and electronic music, Bellini has conducted symphonic orchestras in Bratislava, Bucharest, Hanoi, Damascus, Rio de Janeiro, Rome, Jakarta, Bangkok, Singapore.

In collaboration with producers and choreographer Anne Gerrels, Bellini has been composing since 1991 pieces of mandolin theater and "theater and music" which have had large success in Europe and the United States.

Bellini teaches at the Conservatory A. Casella in Daquila and is the permanent conductor of Nova Philharmonic Orchestra in Rome.

He is a regular holder of master classes in orchestra conductor at the Federal University in Rio de Janeiro and the Conservatory in Brasil, Johannesburg, Bangkok, Singapore. He leads concerts and in-depth seminars in private and chamber music in European, Asian and Latin-American centers.

The Philippine Philharmonic Orchestra is the country's leading orchestra. It is widely regarded as one of the top musical ensembles in the Asia-Pacific region.

"Scenes from Italy" is a benefit concert for the PPO's new Instrument Maintenance Program. Ticket prices of the instruments are ensured by the musicians themselves; the members eventually intend for the repair and maintenance of their instruments.

Discounts in ticket prices are available to students, senior citizens and groups. Subscription packages are also available for the season. Call 8311125 loc. 3006, 8122704 or 8924999.

ENRIQUE Bunoan

JOHN Raymond Jamirol

LUCIANO Bellini

MOST OUTSTANDING BREAD
Consumers Union of the Philippines Foundation, Inc. recently awarded the makers of Walter Bread as the Most Outstanding Healthy and Nutritious Bread. Hotdolar the Manila Hotel, the award was received by Ike Salgosa, marketing officer of Counter Bakers, together with lawyer Raul Dones, legal council of Polytechnic University of the Philippines; David Lewis, Marvin Bruner board members; lawyer Serafino Arevalo, workingcouncil; Lilli Nicolas, board secretary; and ambassador Raul Goco, board chair.

GOINGS ON

UP Sigma Delta Phi celebrates 75th jubilee

THE GOLDEN JUBILEE of the Sorority of the University of the Philippines is celebrating its 75th jubilee during the UP Centennial year. The 75th jubilee commencing event will be held tonight at the ballroom of Bank Three-Manila, Makati, under the auspices of the Sigma Delta Phi Alumnae Association and its 75th Jubilee Organizing Committee in coordination with the university sororities of the UP Los Baños Chapter. Highlights of the event will be the bestowal for jubilarians of batches 1933, 1938 to 1948, 1958, 1968 and 1983, specially made for the sorority being founder and charter member, 99-year-old Mrs. Lourdes Blanquer of batch '33, who celebrates her birthday on the same day; special honors for painter Anita Magsaysay-Ho of batch '38 as Golden Mustang Maya Awardee; and awarding ceremonies for the winners of the Sorry Go Swimming and Mr. Mustang Maya Awards. Call 9317363, 4113611, 927 4530 or 9364161.

UP sorority's 75th year

The UP Perla Sorority celebrates its 75th anniversary with the grand homecoming ball, "Kwentong Perla," tonight, 7 p.m., at the Philippine Navy Officers Club of the Navy Golf Course, Ft. Bonifacio. The event will launch the Perlas Inner Leadership Board and Perla Alumnae Association.

Library congress

The Philippine eLibrary Project, in coordination with Philippine Librarians Association Inc., will host the 3rd Philippine Congress on Digital Libraries on Nov. 11-13 at the auditorium of the National Library, Old Wing, Ermita, Manila. The event's theme is Digital Librarians: Connecting People and Resources. Call 5201911, 5551180 or 5201748.

Musical in Bulacan

The Bamahan ng mga Magulang at Guro ng St. Mary's Academy of Hagonoy (BMAH), Bulacan will stage a musical concert on Nov. 15 at the BMAH quadrangle beginning at 7 p.m. The concert titled "Mixed Emotions... Breakin' The Silence" is for the benefit of their food program, educational and scholarship grants and medical missions. Call 044-7930109.

Rotary bazaar

The Rotary Club of Makati Central's mini Bazaar will be held Nov. 9, 9 a.m.-6 p.m. at the Hotel Intercontinental Manila. Its kiosks are stocked with the latest in RTW for men and ladies, accessories for kids and adults, toys and books for children, Christmas and home decor, watercolor/oil paintings and handicrafts and export overruns. Marvel at Asian antiques and curio collectibles, local necklaces and exquisitely crafted jewelry secluded in intricately-designed boutiques, just to name a few. Bazaar proceeds are earmarked for the club's projects like medical and dental missions in depressed areas, surgical procedures for indigent patients at the Philippine General Hospital suffering from breast cancer, kidney, cleft palate, tuberculosis, talipes/clubfoot, scoliosis and bleeding problems. Caravel Ballroom to provide housing for the entertainment. Money changer Bronzo Banks Access the best.

Benefit show

Organized for the benefit of the Mission Association Program of CICM-Philippines, "Mga Tauong Pipa at Kalabaw" will be held tonight, 6:30 p.m., on the grounds of the CICM Provincial House, No. 90, 14th St., New Manila, QC. The show is a collection of indescribable, unfamiliar and powerful dances. Call 7264480 or 7219892.

Laguna expo

Laguna Business and Investment Expo is ongoing exhibition at the SM City, Santa Rosa, Laguna. There are offers business and livelihood opportunities.

3M event

Command Magic Weekend by 3M teaches decorating and organizing tips for homes, school and working places. The event is at SM Fairview, Nov. 8-9; 3M Trinoma, Nov. 15, 16; 3M Southmall, Nov. 22-23; Festival Supermall, Dec. 1-2; and 3M North Edsa, Dec. 6-7.

Night of disco

Intel Continental Manila will hold a night of disco on Nov. 14, starting at 9 p.m., at the Ayala Club (7810000 local 222 or 250).

Editor Thelma Simon San Juan
Consulting Editors Jenni Epperson Apples, Alberto Saldivar and Ria Francisco-Privara
LIFESTYLE Fashion Beauty

The death of the 'It' bag

Are the old classics the new must-haves? Be discerning. Don't just think monogram, go for craftsmanship

By Ingrid Chua-Go
Contributor

WHEN WAS THE LAST TIME you heard about a bag design that aroused all members of the bag-loving community—cool?

I hate to pose that question for fear of sounding so darling bag like. But, really, it has been a while.

While Birkin bags continued to run with the original "Mr. Everyday" bag that has mutated into different shapes and sizes, Dolce and Fendi haven't really been in lucky with their recent "it" bags, the Paddington and the Spy, respectively.

However, I'm still seeing old favorites like the LV Monogram Speedy, Hermes Birkin, Hermes Kelly, Chanel 2.55 and classic quilt flap bags on women's arms. So are the new "it" bags the old classics?

There are a lot of nice new bags, like the Givenchy nightingale bag, which is almost like the Alexander Wang for the Parisians. There's also the fabulous petals dome hobo bag, the floral balloon bag with the beautiful leopard handle, even the Prada lace bag.

They're beautiful, but are they necessary enough to be considered today's must-have bags? Perhaps not. They're not really regarded as "it" bags.

"It" bags are those that can cause serious purchase predicaments when rules or emotions are far from the rules "there".

"It" bags are the "it this season" bags, the ones that give them their sale-long wait lists.

BOTTEGA Veneta "Milano". Elegant-shaped woven leather bag in the limited-edition gunmetal gray and laced

Shifting preferences

While there hasn't been any decline in the classic to own a recognizable designer bag—particularly one with monogram and logos—flaunting bag lovers have taken their casual chosen one-trip duffles. They've graduated from the usual monogram bags to those of exquisite work.

>> MORE ON D2

Rafé rocks

The ever-youthful international designer and fashion star has remained as humble and approachable as ever

LUNCH MET DATE YESTERDAY in the late 80's, when I modeled for him. Back then, he had a fashion-forward clothing line called Schizo.

It was apparent that Rafé had talent and impeccable taste. The brand centered on the "in" crowd who were not your usual preppies, and who frequented Penguin, a music bar in Malate popular with black-clad artistic types.

He left Manila soon after or maybe abroad. By 1995, he was already making a name for himself in New York and the international scene with his eponymous bag collection.

Since then, the Rafé brand has grown to include women's handbags, shoes and small leather goods—all crafted using top grade leather, original fabric and prints and with keen attention to detail.

His pieces, also known for their infusion of fashion and function, are often featured in international magazines and used by style-savvy celebrities like Jessica Alba, Blake Lively and Vera Lengricha.

Apples Aberin-Sadhwani

Rafé was in town recently to act as judge in the Project Runway Philippines (PRP) finale and to launch his Fall '08 collections during a tea party in his Rafé boutique at Greenbelt 5. It was a reunion of sorts for us. Together with fellow judges Veron Ocampo and Raje Laurel, I spent a couple of days with Rafé while working on the PRP finale show.

He shared that he was also in the region to attend the grand opening of Harvey Nichols in Jakarta, as a guest of honor. It's yet another fashion coup, he designed a limited-edition t-shirt featuring a stylized star scarf graphic and Rafé chairs for the opening of the high-end store. A percentage of t-shirt sales will benefit the Unesco Peace Foundation.

New collection

At the launch of his "Resurrection" Fall '08 collection in his Greenbelt 5 boutique, Rafé, with brand consultant Mia Borromeo, welcomed friends and fans to the afternoon tea party and private preview. He also personally presented the season's newest pieces such as the gleaming metallic bolsa, luxurious bejeweled snakeskin clutches and glamorous totes.

Stylish guests like Dawn Zulueta-Lagdameo, Alyssa Sison, Josephine del Gallego, Raje Laurel and Jackie Aquino viewed the collection while enjoying a delightful spread of sprinkling cakes by Chef Mara dela Raima.

Among those who snapped up this fall's must-have bags and shoes were Bela Vazquez, Karen Sarsen, Fennie Jacinto and Anne Marie Ingall.

It was a glamorous catching up with Rafé sharing his latest scenery in Manila. The ever-positive designer and fashion star has remained as humble and approachable as ever, despite his international success. More than all the fame and fortune, Rafé's heart is about Rafé Tesoro.

Email the author at sfabinet@inquirer.com.ph

LONG flap sheets of genuine snakeskin with suave embellishment

LIMITED edition t-shirts designed by Rafé Tesoro for the opening of Harvey Nichols Jakarta

SAWN Estevez-Lagdameo

PLATFORM pools a host of patent leather with suede trim

A&PE Tesoros and Yvonne Jacinto

Hilo Borromeo and Raje Laurel

HYBRID Sison and Leah Puyat

The death of the 'It' bag

From page D1

trendy—without the logos.

For instance, while Louis Vuitton is most known for classic monogram styles, this French brand also manufactures a beautiful grain skin leather goods line called Ardoise.

In the past, the Fukuoka line consisted of bags with geometric gold studs. The collection, though exquisite, has never really caught my fancy. But just a few months ago, Vuitton came out with the Le Majestueux bag, a sleeker take on the Bedfordshire tote from the monogram line. Now this Suhali bag caught my eye.

This particular style is very functional and classic, but what sets the bag apart from other Suhali pieces is its understated look; the gold hardware steals more prominence than the actual bag. The use of yellow stitching against the black version of this bag made it look modern but still classic. This bag will definitely survive years of use and its style will transcend trends.

Understated

Another understated and relatively "low key" brand is Bottega Veneta. Ilan, through her style savvy celebrity clientele, has been a fan of Bottega Veneta for quite some time. Her collection of Bottega bags is quite impressive, and I've had the opportunity to see most of them in person.

Bottega Veneta bags are known for their quality craftsmanship and their use of unique leathers. Ilan's collection showcases the brand's signature intrecciato weave in various colors and sizes.

Bottega Veneta's Veneta bag is one of the most popular styles of the brand. It's a hobo bag with a single strap and a slouchy silhouette. The bag is made of soft leather and has a unique texture that makes it look like it's made of fabric.

The Veneta bag is available in a variety of colors and sizes, and it's a great choice for everyday use. It's also a great choice for those who want a bag that's both stylish and practical.

Overall, the Veneta bag is a great example of the brand's commitment to quality and craftsmanship. It's a bag that will last for years to come, and it's a bag that will never go out of style.

LOUIS Vuitton Suhali "Majestueux"

BOTTEGA Veneta "Veneta." This note is one of the most popular styles of Bottega Veneta

Fashion and phones made to morph

FASHION DESIGNER Pitoy Quinones staged his first fashion collection in early 2008 at the "Memorable presents Luz Pinlac" show. His line consisted of what he called "transformable" pieces—items that transformed from bags to capes, pants to a jacket, dress to skirts.

"My inspiration is practical innovation," he says. "I love making things easy while still looking fashionable."

Quinones' perspective is in sync with the newest addition to the Motorola Rokr portfolio—the Motor Rokr E8, a sleek and sexy candybar mobile phone which transforms from phone to music player or to an imaging device at a touch of a button. It has the breakthrough Modo-Mail! technology.

When turned off, the curves of Motor Rokr E8 is smooth, with no visible keys. Turned on, it has a transformed keypad on the front surface. With one "touch" of the virtual music key (a key-pad disappears and control keys for the music player—play, pause, fast forward and rewind—appear in its place. The same thing happens when the key is pressed to trigger imaging device functions and phone functions.

For this innovation, the Moto Rokr E8 received honors in the 2008 Consumer Electronics awards, including CNET Best of CES award in the Cell phones and Smartphones category, CNET People's Voice awards, Popular Mechanics Top 20 Products of CES—Editor's Choice award and Laptop Magazine Best of CES 2008 Best Cell Phone.

"I think Motorola and I share the same vision. We think of the future and our creations are for the consumers of tomorrow and may-nation takes us," says Quinones.

CONVERTIBLE version sequins silk satin dress with handpainted details—an ideal pair with Moto Rokr E8's powerful 2 gigabyte internal memory, expandable up to 8 gigabytes

PASTEL polka dot transformer dress. Fun and flirty like the Moto Rokr E8's 2.0 megapixel camera with 8x zoom, multiple frame rates, video capture and playback

SHEER sophistication with MOTO E8's introduction of the Song ID function, which keeps you updated on the latest in music

THOMAS & Friends Talk 'n' Action Magic Rail Set

COLORFUL Snuggee soft pillows can be used as lazy chairs or bag chairs.

THIS Milkcone has a built-in LCD clock and speakers. It is rechar geable and music activated, and responds with sound light and expressions.

Warehouse sale of toys

SPACE Challenger

TREAT KIDS TO THE TOY Kingdom Warehouse Sale starting today until Nov. 9 at the SM Megamall Megatrade Hall 2.

Get up to 50 percent off on brands like Leap Frog, Little Tikes, Speedtech, Fisher Price, Barbie, Bratz, Chicco, Megabloks, Avatex, Disney, Colorific, Smart Kid, Dynam Wheelies, Playgo, Nintendo, Sierra, Mattel Toys, Hasbro Toys, High School Musical and other Tween

BATTERY-OPERATED Go-Cam

Zone items, as well as stuffed toys.

Toy Kingdom's Warehouse Sale will be open to SM Advantage Card members today and to the public on Nov. 8-9. Visit also their store-given gift items for kids or Toy Kingdom for more outlets at all SM Department Stores and Toy Kingdom outlets.

In Metro Manila, Toy Kingdom outlets are at SM Megamall, The Podium, V-Mall, SM Megamall, SM Southmall, SM City Fairview, The Block @ SM City North Edsa, and the SM Mall of Asia.

In the provincial areas, there are at SM Supermalls Pampanga, Gaisano, Marilao, Baguio, Dagupan and Batangas in Laguna, Cebu, Iloilo, Cagayan de Oro and Davao in the Visayas area.

Stylish footwear guide for the modern gentleman

SLEDGERS, THE FRENCH MEN'S SHOE brand, gives stylish tips on footwear.

"Ties between formal shoes or casual loafers? **Choose the footwear like you would a tie: an item that should bring together the whole outfit in an appealing, orderly manner. Also, remember to go for shoes that match, or are darker, than your pants.**

For a business meeting or a conference, a pair of elegantly-styled, **lace-up black shoes or formal pumps** are the best pick. Although many men have been wearing shoes in varying shades of brown, it should be noted that these colors are less formal, thus leaning towards a more casual look. Acceptable styles also include brogue (shoes with perforations in guarded Scribe as design), plain toe cap-heel, cap toe, side gusset shoes, dress boots and several others.

Black dress pair will work very well; black, even brown-based or pinstripe pants while dark-brown shoes complement beige, tan, various greens and deep earth-toned ensembles. Stylish ornaments or inexpensive suits, meanwhile, are best accentuated with white buck oxfords.

Men, who want to keep it simple yet still stylishly presentable during semi-formal events like evening parties or non-office conventions, need avoid overly trendy footwear and instead go for **using tip or casual loafer-style slip-ons**. These designs breathe off casual elegance. Buckle-cowboy, monk-strap and the like shoes are also not worth-balanced quality detailing.

A pair of cool loafers is a dependable option if one has also a casual yet still sleek getup. Cool clothing combinations for this shoe style includes drawstring pants, light designer denim jeans, and other business-down-to-earth duet.

Sporty men who love outdoor adventures and informal principalities can happily opt-for the usual T-shirt, polo and jeans by **wearing plain loafers, sneakers, and sandals**.

"Knowing what to wear, when to wear, and how to wear various shoe styles can ruin us-bad us-bad, that shouldn't be even looked if one is out to represent himself properly styled or at these. And this is how designer has pictured to promote line of men's shoes should be: A well-thought out footwear ensemble that will give us air of finesse, sophistication, and **credibility to the person**," says Jojo Tee, brand manager for Sledgers.

"Of course, in bring out that dynamic you-ness to any event or occasion, it is a given that the shoes should be totally beautiful. The other, equally important factor is to insist on premium shoes with great fit and maximum foot comfort. No one would want to hurt his reputation or ruin the occasion by entering around with injured feet or ill-fitted shoes," notes Tee.

Sledgers' top-of-the-line leather shoes collections includes Classics, Casuals and Contemporary styles.

These are available at Sledgers boutiques at SM Mall of Asia, Ayala Terraces and the newly opened SM Cebu Northwing, in Rustan's department stores in Alabang Town Center, Robinson's Manila, Cebu, Galleria, Makati and Tower, and in SM department stores in Makati, Mall of Asia, Megamall, Cubao, Marikina and North Edsa.

Christmas Treats

Blending PINAY

Eyes Wide Open

Christine B. Gutierrez

It was a perfectly cultured Sunday afternoon that I decided to go over and answer my emails. I got so busy the past few days juggling work and motherhood that I didn't have the time to go online. Unsurprisingly, I got a lot of messages from family and friends, and mostly from my readers, for not-so-frequent answers. I devoted the afternoon to reply to mail and every email, especially those seeking tips and solutions to their beauty problems. After all, this is what I love to do.

One email from a reader had an interesting but common question which I would like to share with you. This is a familiar question I always get in my mail. So, if you have the same concern, then read on. I'll tell you some beauty tips that you will definitely appreciate.

I have small almond shape eyes but I want them to look bigger. My friends tell me that using make-up will do the trick. But I'm not used to and shy away from wearing make up because it makes me look older. What should I do?

Yes, make-up can do wonders for anyone! But admittedly, proper eye make-up application does take time and practice. So, for a novice, just like any beauty-minded reader, who has no very much time to spare, using just one cosmetic until you become comfortable and skilled to do application before combining into using other make-up pieces.

One great makeup item that is so quick and easy to use and look natural in making your peepers look instantly big and expressive is the EYEBELLINA DEUCE COLLECTION MASCARA. This waterproof creamy cream's shadows, darkens and lengthens the eyelashes. With its long wand, it is easy to handle and you can get to every lash even each lash areas. The fine bristles and creamy formula allows volume and length with every stroke of the brush.

Here are 4 quick steps you can follow:

1. Use an eyelash curler (Long Deuce) that will be right by the eyes, middle and tips of your lashes. This technique will give you a better curl and make your eyes look wider.

2. Apply Eye Deuce Silver Collection mascara on the top side of your upper lashes using a downward stroke. Then on the underside of your top lashes, use an upward and side-to-side stroke. This would make your lashes look longer and darker.

3. Don't forget your lower lashes! When applying mascara to your lower lashes, use the tip of the brush only. This will help separate and coat each one without looking clumpy.

4. Apply two coats. Remember to put on the second coat when the first coat is completely dry. As most beauty experts would agree that two thin coats look more natural than one thick coat.

Need answers to your beauty questions? Email me at [illegible]@gmail.com

JOR

GET THE JOB OF YOUR DREAMS, WIN THE LAPTOP OF YOUR DREAMS.

To show our commitment to helping Filipino jobseekers find fulfilling careers, www.jobmarketonline.com is giving away an **Asus EeePC 1000H laptop.**

All you have to do is submit your resume to **WWW.JOBMARKETONLINE.COM** and you get a chance to win this portable laptop that you can carry around wherever you go.

Jumpstart your job hunt at www.jobmarketonline.com now!

JOR ASUS eee PC

DOMS Magsaysay-Ho, Bambi and Ollie Campos and Pauline Ocampo

GOLD'S Fine owner Bobbi Espinosa-Loring with stylist Angel Santos-Loring; chic Head Boutique, one of Tatler's 2007 top boutiques, and Resorts City's Mark Ortiz

ASIA Tatler Management Accountant Tomasino Limsiaco with Asia Tatler Group GM for Regional Operations Dave Macpherson from Hong Kong; wow eye-catcher Rita and husband Boots Goodridge, Asia Tatler Group CEO

GOLD'S GANG Nonoy Tiongson with Jamie Ho and Dr. Teodoro Laperal, two-and-up customer Nono Palmos

Night of head-turning elegance—and some etiquette dont's

LYZETTE Cojuangco, Sharmila Hinnendael and Anne-Marie Segal

FERNANDO Zobel, Ma-ani Ho-assad and Pete Bicalho

DAVID Nonoy presents with his mother Bro Almoradie and Peep Lopez

MACOOD visitor's Hilario E. Limpag with Iloilo Vice Mayor Joe Parcon, Malabag and Mogi Escalante Gaisay

Bill Ayala, Ric Zobel, Pepe Fernandez, Montano Po, Laurie and Marlene Woodall, Miguel and Claudia Tantoco-ng and Mina Hsiung; (second) Fred Ayala, Aurea Sta. Ana and Annie Hsiung

CHOY and Marissa Cojuangco

ANGELIQUE Reyes and Nonoy's Wilson Hamilton Whyte

HSBC's wedgeset couple Sarah and husband Mark Watkinson

TAKUBO's dinner's first couple Kayo Dino and husband Mayor Freddie Tinga

TOP Landscaped Randy Francisco and Tatler publisher Irene Manotoc-Francisco

EYE-CATCHING sisters Jessica and Wendy Pusat

TATLER'S members for 2008. Rio Diaz, Lovely Tecson and her husband DPA Sec. Albert Romulo, Nene Tantoco, Isabel Cura Wilson, Pete Monroe and Bea Valdez

A LUMINANT Tessa Prieto-Valdes after being named Best Woman of the Year

MAKE Vibe, Alexis Marcelino and Celine Lopez

WITHOUT BATTING AN EYELASH

Maurice Arcache

Photos by Alex Tan Hagyes using YSL Photo Solutions

IT'S OCTOBER ISSUE'S FRENCH THEME provided the perfect mood for Philippine Tatler's recent annual ball, which brought together the cream of Conte-Blanche's cafe-au-lait, Ashlings.

Gorgeous swooping ballgowns and elegant tuxedos filled the upper lobby where bubbly champagne and wine were served. Some 400 guests walked the red carpet lined with blue hydrangeas and pastel tapestries. The grand ballroom was draped in sheer white fabric as the Tatler's guest list(s) was flashed on the photo wall.

Naturellement, there had to be a touch of Provence: bunches of red and pink roses, green carnations, pink lilacs, blue hydrangeas and brown grass wrapped in cheesecloth leaves with their stalk tied in raffia, were the centerpiece on the tables; guests could take them home as souvenirs. The centerpieces were excellently done by Bulacan, under the fantastic supervision of Nene Vargas Tantoco.

Gerald Tatler's big-hearted publisher and managing director Irene Martel-Francisco for creating the magical ambiance of the evening. The credit should also go to fashion editor-in-chief Audrey Sun Dingco.

In her signature quiet way, Martel-Francisco mingled with the 1,400 guests, thanking them for their full support of the magazine, which now on its seventh year.

Several guests who just didn't know the meaning of the word "etiquette" did the big no-no of changing the place cards on the tables. Oh well.

And then there were those who were not satisfied this year and were horrified. "Why was I not ticketed? I can't believe it."

Other hors d'oeuvre non BATTLE-ing these shenanigans, or issues, bringing a couple of bumper cars who were not on the guest list.

But the best comment that evening was made when the absolutely gracious stand-in Ambassador Grisler Kenney walked in to his hand-tossing red gown. One young attaché mega-rich socialite said loudly, "Mom, I'll work in my husband any time to have a figure like hers."

And believe me when these stunningly dressed Lizzie Eder Zobel, Pely Alfonso and Heidy Weber Tantoco entered the ballroom, the women and men opened a path for them, like the sea parting. Wow.

Sharing the limelight that evening were the ball's major partners: HSBC's Mark Watkinson, Nelson Williams, Hamilton Whyte, Mercedes Benz's Felix Ang, and Lorenzo's Jesus and Francisco Ibo.

In her address, Irene Francisco also thanked the Tatler's group, which, "for all these past years, had generously sponsored a good number of the luxury gifts that the Tatler awardees receive during the most important portion of the ball, the Tatler Awards."

Auction

The Tatler Ball's one of the most successful fund-raisers. Every year it chooses a beneficiary, and this year, it has picked Synapsis Foundation.

At the end of the evening, the ball raised enough funds to help 1,500 elementary school children get enhanced education for six years.

Setting the ball rolling for the fund-raising were restaurateur brothers Al Tengco and Chey Cojuangco, as well as Apuhin of emcee Surnadar Zobel. Other generous souls followed.

The funds were raised through an auction hosted by the irrepressible Johnny Litton, in Tatler's usual and lifestyle vibes, I assured him.

Auctioned off were a super-duck Rolex 8800 Sapphire Arte phone, a 1997 Paul Jolicoeur Pommeau La Chapelle magnum, a rare of 1998 vintage wines from Angelo Gaja, two Thai Airways business-class tickets to any European destination, and a Chopard Happy Sport diamond watch with rubies and pink sapphires or specially-crafted for Tatler.

The highlight of the ball was the traditional Tatler dances that mess to the following: Bea Molina, Most Stylish Lady; Abe Mar, Most Eligible Bachelor; Pilar Sharma, Most Creative Risen; Andrea-nalyn Isabel Cojuangco Wilson, Most Distinguished Lady; Ramon's Andy B. Tantoco, Most Charitable Heroes; and Foreign Secretary Alberto Romulo and Lovely Tecson, Most Eminent Couple.

The most surprised honoree was Irene Prieto-Valdes, who was named the Best Woman of the Year. She came around I needed for you, palangers. Tess screamed and jumped around, so that her large wig almost fell.

The entertainment "around slowly to the dream theme in brilliant staged. Manchu Sanchangco, Robert Sycip, Karla Gutierrez and Jim Jones performed more pit from "Les Misérables." They were accompanied by Jacky Sebastian and the University of the Philippines Concert Chorus.

During the dancing, the ladies' gowns swirled, while their Manolo Blahniks added to everyone excited to the mood and the beat of the Spirit of '87 band.

Fair to hit the dance floor were the Hong Kong-based officers of the Asia Tatler group, such as CEO Rosalie Goodridge, regional operations general manager Jason Mac and management accountant Sebastian Limsiaco. They were all there to celebrate Philippine Tatler's smashing seventh year.

U.S. Ambassador Kristie Kenney is a head-turner

BEAUTIFUL couple Cristeene Vi and husband Dennis Tantoco of Shapeshe

ELEGANT Carla Reyes Tengco

JEWELER Kristine Yang and McDonald's exiper George Yang

TAM Asia-ya's GM Hiroe Chamberlain

HIGH-COUPLE Patsy Hutchinson and wife Holy Concepcion

LIFESTYLE Fashion&Beauty

WHITE-GOLD ring with round brilliant-cut and pave diamonds

WHITE-GOLD bracelet with marquise-brilliant-cut and pave diamonds

WHITE-GOLD earrings with pear brilliant-cut, baguettes, square-cut and pave diamonds

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FREE CONSULTATION
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Rome's elliptical architecture inspires collection

BULGARI IS LAUNCHING A diamond-jewelry collection this month. Elisia Diamond Collection provides new interpretations of diamond jewelry.

It's inspired by Rome's elliptical architectural motifs. Of all the shapes done for jewelry, the ellipse is the most difficult to shape. Bulgari calls the elliptical shape, its namesake elegance evoked by the collection's name: Elisia."

The result is a precious line of jewelry with diamonds and white gold.

The first Elisia collection in 2007 dazzled with multicolored sapphires in vibrant colors, complemented by colorless gems cut in perfection. White and yellow gold alternated to emit the hues of the stones, often set together with brilliant-faceted gems.

The new collection stays true to the original inspirations but this time, Bulgari enhances it with exceptionally fine, brilliant diamonds which replace the colored stones.

The elliptical design is set with diamonds and occasionally punctuated by loops or rosettes. They have been created in a versatile and complete collection, from necklaces to earrings, bracelets and rings.

WHITE-GOLD ring with round brilliant-cut and pave diamonds

The necklace has a center point that is focused on the neck, where double elliptical pendants are suspended.

Around ellipses are brilliant-cut diamonds of different sizes and circular pave or diamond rosettes combined with oval openwork motifs, weaving patterns of varying form and complexity in support of the main pendants.

The classic and discreet single-strand necklace is composed of a balanced succession of elliptical elements, whose dimensions gradually decrease toward the edges. Individual oval motifs inserted in a soft, light weave are also characteristic the matching bracelet and earrings.

In the double-strand necklace, a sequence of double elements outlines an elegant design that enhances the decolleté, emphasizing the bold character of the jewelry.

The clean contours of the ellipse define the ring design, with extremely contemporary results. This can be seen in the original and versatile band model, studded with a series of juxtaposed diamond pave motifs, set off by small diamonds laid asymmetrically at the intersections of the ovals—and in the more traditional model, featuring a double ellipse setting that frames the central element of the ring.

The double elliptical motif characterizes the matching earrings, where the pendants are hung from the saddles with circular pave set diamond elements or a thin line of degrades of diamonds.

The collection also has two modern and feminine bracelets. The broad elliptical elastic band is a stimulating functional piece perfectly adorns the wrist with the subtly curved contours of each component.

In the more lavish version, the elaborate serpent motif creates a broad band that wraps the arm, enhancing the fashionable and refined design.

The new Elisia Diamond collection will be available this month at Bulgari Greenbelt 4 and 5750 Ayala Center.

TWO-ROW necklace with round brilliant-cut and pave diamonds

It's time to be the next winner of a Nokia 2680 slide!

We are giving away a Nokia 2680 slide every hour from 10AM to 6PM from October 15 to December 31, 2008. One winner from Luzon, Visayas and Mindanao!

- Buy any Nokia device at Nokia Stores, accredited dealers, Globe Business Centers, Smart Wireless Centers and Sun Shops.
- Key in *#06# to check your IMEI number. Only one entry per IMEI number.
- Text NOKIA Name/Address/IMEI No./Area to 29767. For the area, key in LUZ if in LUZON, VIS if in VISAYAS, or MIN if in MINDANAO.
  Example: NOKIA Micky Su/8 Yakal St. Makati/1234 567891234/5/LUZ
- Need help? Text HELP to 29767.
- See posters and flyers for more details.

NOKIA

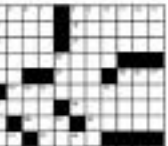
Here are the lucky winners of Nokia 2680 slide for week 1. You could be the next!

DAILY CROSSWORD

ACROSS
1 Multi-pound dollars
4 "Pretty Girl"
8 Processes computers
14 Verne classic
15 Lunar vehicles
16 Kissing in leaning and tilting
17 Upper limb
18 Tournament passes
19 Municipality
20 Pointy-shoe?
21 Luke's dark counter
22 Old name Ollie
25 Final
26 Unbelievable
29 Unsuccessful
31 Like rings
34 Like a stainless tale
35 Like Tolkien's Middle-earth
36 Insect genus
41 Exercise from commodore
42 Canadian capital
44 Lollypop Channing
46 Petting Stones out
48 Boy-talk: 2 Words
50 Any Wilson
51 QVC rival
52 Chief Bishop
54 Farmers' racing vehicle
57 Air out by the Pentateuch
58 Rumors rounds
59 Exist
60 Ending of verbs
61 Sony brand
62 Free software
63 Charlotte pro
64 C. Lindorf — Reading letter

DOWN
1 Cajun food staple
2 Get indirectly
3 Ancient Greek
4 Empire inventor
5 Fill gauge
6 Modern day
7 Unsuccessful
8 Dispatch
9 Instrument
10 Bird's home
11 British musicians group
12 Dirt type
13 Part of a unit
21 Sounds of pronounced vowels
23 Persian k
24 Mexican capital
26 Prisoner spot
27 Fantasy setting
28 Ex-Mrs. Trump
31 Injustice
32 Sofa number
33 Sony rivals
34 Sounds like you're sick
37 Lumberjack's tool
38 Ready for use
39 Compassion or sanctity in Arabic
40 Pleasure
43 Chapel Hill sch.
45 Ancient Irish
47 Dream Theater drummer
49 Wing-shaped
50 Islands
51 Jewelry
53 Bad day-after
55 Cut
56 Get into your birthday suit?
57 Bundle (prefix)
58 Maggie Simpson
59 Lawful order?
60 Made your move

Thursday's Puzzle Solved



By Barry Silk
Madison, NJ

HOROSCOPE

BY FRANCIS DRAKE

YOU BORN TODAY: You're courageous, and you have a strong sense of justice. You're also a good leader who can get others to work toward the bottom of things to see how they work. You need to look underneath. You're hardworking, reasonable when you're younger. Many of you have performance-oriented careers. You're also a good friend. You're loyal, and you help others. Your lucky numbers are 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99. Your birthstone is pearl.

Birthdate of: Marie Curie, physicist/chemist; and Michael Jordan, basketball player.

ARIES (March 21 to April 19): Now is the time to settle moral issues about financial projects, philanthropic missions, matters, work and start to do whatever you can to move on some of this stuff.

TAURUS (April 20 to May 20): Now is the time to focus on partnerships and make relationships work. If you're interested in words and actions you are keen to put down your style of creating to impress your partner.

GEMINI (May 21 to June 20): This is getting a bit personal, because you want to get some important issues out in the open. Action is everything you do. Need the way!

CANCER (June 21 to July 22): Take time to be warm and sentimental with others. This should be easy, yourself. Take it a good long time.

LEO (July 23 to Aug. 22): Money, funds, and investments involve you in some way. Research and investigate deep into anything. Problems also are on the mend.

VIRGO (Aug. 23 to Sept. 22): The things in your life are changing, so you're not always in control. Things to do and people to see. It's time to watch out for budding and nipped-in-the-bud.

LIBRA (Sept. 23 to Oct. 22): Career matters, especially, are important now. It is important now to be on the job, to be noticed by bosses, and to be working hard as well.

SCORPIO (Oct. 23 to Nov. 21): You like adventure and variety in your life, going places, doing things, and meeting people and experiencing events and experiences in time. Make the most of this.

SAGITTARIUS (Nov. 22 to Dec. 21): Work with others is behind the scenes. Be careful now. Think it over before you act. Your role is supporting one in the background, not in the limelight. Your role is very important.

CAPRICORN (Dec. 22 to Jan. 19): Your interpersonal relationships are important now. Be careful with how you handle others' feelings and goals for the future. Your business and home are important.

AQUARIUS (Jan. 20 to Feb. 18): Important people control you and your destiny. Be careful how you interpersonal relationships. Don't be afraid to say you don't do anything spontaneously. Be careful of this, because it won't always be the best.

PISCES (Feb. 19 to March 20): Be sensitive. Bring different or fresh ideas to the table. Be open to adventure in your life.

Be sensitive now as never been before. Talk to people from other cultures. Learn something new.

CONCEPTIS SUDOKU

Concepts Sudoku By Dave Green

	1			7		9		
						4	5	
3	9							
5	4				2			
7				3				8
			5				6	2
							2	9
	2	3						
		8		5			3	

Difficulty Level ★★★★

HOW TO PLAY SU DOKU

Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9.

Tips and programs at www.sudoku.com

Answer to previous puzzle

8	1	6	3	5	2	7	4	9
9	4	3	6	8	7	2	1	5
2	7	5	4	9	1	6	8	3
6	5	9	1	4	3	8	2	7
1	3	4	7	2	8	9	5	6
7	8	2	5	6	9	3	7	4
3	9	8	2	7	6	1	5	4
4	6	7	9	1	5	5	9	8
5	2	1	8	3	4	6	3	1

Concepts Puzzles © Puzzles by Pappocom

Hans Brumann, Romyda Keth in 'Pink' collection

HANS BRUMANN ring in 18k white gold with caribbean-hued cut with pink tourmaline and brilliant cut diamonds

IN A MIX O FASHION SHOW AT Makati Shangri-La titled "Pink," veteran brand jeweler and goldsmith Hans Brumann and Paris-bred Cambodian fashion designer Romyda Keth collaborate again to present exclusive, in all shades of pink—gemstones plus hand- and home-woven Cambodian silk and organza.

The duo, who had their first show last year, is joined by Bossa, the latest brand of women's bags marked by exceptional workmanship, inventive accessories and versatile designs.

Pink as the design motif is to Brumann and Keth's attempt to transpose its material from the "abusive spell" possessed by a woman, Brumann designs his creations using European goldsmithing traditions, but overlaying it on contemporary looks for the modern woman.

Romyda Keth has a flair for curve fitting, volume, the weaving of colors and fabrics, hand-sewn, Cambodian-American modernism.

Hans Brumann Jewelers is at 134 Legaspi St. corner Dasmarinas St., Makati City. Romyda Keth's clothes can be found at the atelier shop, G/F, Verdida 2 Condominium, 220 Amorsolo St., Makati City.

RING in 18k rose gold with rondelles bezel set with pink tourmalines

RING in 18k white gold set with pink tourmaline and brilliant cut diamonds

RING in 18k white gold set with rubellites and brilliant cut diamonds

Eclectic holiday wear

UK BRAND DESIGNERS' latest collection showcases a structured energy and designer aesthetic for men's wear.

For the men's line, Pelican Urban offers a palette of grey, black and white with a splash of caramel and indigo, while Pelican Urban 2 is an edgier and more hip version that features graphic or hooded tees paired with the brand's trousers and accessorized with knit scarves.

New Teddy is sleek and classic, definitely for the working man. Knitwear is the key element matched with a polished bag. The Heritage Look showcases a new take on the three-piece suit, which is paired with knit or silk scarves for an eccentric and modern twist.

Meanwhile, the Heritage look takes after the grunge 90s.—layered plaid shirts and denims in splashes of orange and white are combined with grey, black and white, for a relaxed, casual feel.

For women, there's Vivienne Gimenez. Coats are featured alongside tweed dresses and evening wear outlined with dainty belts and statement jewelry.

The Minimalist has monochromed shift dresses, smart tailoring and classic lines matched with statement jewelry, while boho-bohemia Folklore—layered printed chiffon pieces paired with chunky boots and tassel bags.

Mix and match the prints, with candy-colored tops and tights. Chiffon tops, embellished necklines and pea coats are ideal for older girls. Linen gowns, funnels and yellow combined with winter neutrals create festive and stylish ensembles.

Debenhams is at 3/L, Rustan's Makati, 3/L, Shangri-La Plaza Mall, and 2/L, Trinoma.

ON CHARINA: Bebe blush dress from Star by Julia McDonald, shoes and earrings from Rustic Wing, red velvet shawl from Debut. On Felipe, pants from Jasper Conran, shirt and jacket from Red Herring, shoes from Thomas Mars, belt from Rocha by John Rocha

ON HER: coat from Jasper Conran, shirt from Star by Julia McDonald, black heels and clutch from Red Herring. On Felipe, pants from Red Herring, shirt and bold bird sweater from Jasper Conran, tie from Red Herring

ON CHARINA: top from Mango and clutch from Rocha by John Rocha. On Yuhico, striped polo from Jasper Conran and jeans from St. George by Bello

Lock & Lock Launches King-Sized Pitcher

Water-pressed. Great news to all water lovers! Lock & Lock, the number one brand in food containers, comes up with a new product that would satisfy your big thirst. Lock & Lock launches its 2.6liter pitcher, the biggest in the market today. This 100% liquid tight pitcher is designed to give us the comfort we crave, water-mixed without interruptions to refill every time. Lock & Lock's water-tight pitcher is also without stains for a perfect refill. It's anti-spill and leak-proof so we can rest assured that you are drinking clean and safe water or even fruit juices whenever you need it. It is also slim enough to fit your refrigerators. The four liter pitcher is perfect for big families and barkadas. It has also passed the Korean Environment and Merchandising Institute's (KEMTI) leisure test, the container and the hinged wing were attached to the fixture test machine and bent 3,000,000 times at 90 degrees left to right. If a consumer wants he used 10 times a day, it could be used for 821 years. Virtually unbreakable, spill-proof design, and with a country-to-the-Thai or water, steady and comfortable handling.

Lock & Lock blends tall as the leading manufacturer of functional airtight packages containers all over the world. Lock & Lock is available in over 90 countries and has been in the Philippines for 10 years. It is widely recognized in the world market. It was founded in 1978 and has since manufactured over 500 varieties, from refrigeration, plastic, lunch box, and children products. Lock & Lock is exclusively distributed by Puente Housewares products are available in all leading supermarkets and department stores nationwide.

E-News at SM:
Recycling Market Fair on Nov 7 and 8

More Than Purified Water by Andrew Magsaysay received a Special Award at Water for Pinoys.

The latest event in environment week of the SM Supermalls? The next schedule of its Recycling Market Fair will take place on Friday November 7 and Saturday November 8 from 8AM to 5PM at all SM Supermalls nationwide.

A joint project of the SM Supermalls in cooperation with the National Solid Waste Management Committee, the Philippine Business for the Environment, CEMEX Pinoy, EPWEGO, and other government agencies, the event brings together SM shoppers and recycling companies. Here, shoppers can turn their trash into cash by trading their paper, plastic, and electronic wastes, which are in turn converted into the recyclers. More than that, they can help preserve the environment.

Marie-Anne Wyatt, D Area Office Philippine Human Rights Information Center, were first place during the National Water Resources Board's recent Water is Life Photo Contest at both at the SM Megamall.

The Water is Life photo contest was organized to help raise awareness about water and sanitation issues facing the country, hoping to move people into actions in the country. Open to all Filipino professional and amateur photographers, entries to the contest were required to depict any of the basic and major benefits of water.

First bagged the top prize of P50,000 for his entry Every Drop Counts, which depicts a boy catching a droplet of water from a leaking container, according his mother as they are traveling home. Victor D. Rimbaor, second place winner of P30,000 for his entry Providence for the Two, which calls for the protection of springs in the shoreline southeast of Cebu; while Bibi Gerald, Jr. Montero's and third place and P15,000 for Bacolo Diver.

Of Public Affairs Virginia Ming, and said Annah, professional photographer and columnist Mandy Hontiveros. The winning entries were judged on overall impact, artistic merit and composition and technical excellence.

The Recycling Market Fair and Water is Life Photo Contest are some of the programs to attach SM citizen more awareness about the environment.

Every Drop Counts by Pupil is first runner-up top prize as Water is Life Photo Contest.

Boxing Water by Antonio Pesumbonda received a Special Award for Health and Sanitation.

Glenan rabid shows a clogged waterway of solid waste surrounding residents of Tondo, Manila.

Three special awards were also given during the awarding ceremony. Clarence Fabroada following up Pesumbonda the Water for Food and Agriculture category, Antonio Pesumbonda's Boxing Water for the Water for Health and Sanitation area, and Ritz Andrew Magbanua More than Purified Water for the Water is People category. Each winner received a P15,000 prize.

Water is Life judges included former DENR Secretary Gelbert Gupor, the DENR Director

ON HER: cardigan from Rocha by John Rocha. On him: sweater from Red Herring

ON HER: checkered dress from Red Herring Special Edition, purple knitted cardigan from Rocha by John Rocha. On him: sweater from Red Herring

Get the new boho

It's not just about looking like you got dressed in the dark. Think prints and layering

MEMORIAL hippie

IF THERE IS ONE style that comes and goes like a wandering gypsy, it's the bohemian look. Just when we thought we'd seen the last of long, flowing skirts and loose silhouettes, along comes the Christian Dior Resort 2009 collection, and we're back smoking the peace pipes with boho fashions. In much the same way as the Spartan look? Time to pile on the beads once again.

Of course, we have the avowed boho style icons Sienna Miller and the Olsen twins to thank for the style's reinvention.

Boho chic is not just about looking like you got dressed in the dark; it's more about drawing inspiration from bohemian and hippie influences to come up with a style all your own.

Silhouette-wise, boho means a really relaxed and comfortable, but commanding a sense of the good life. Often makes the latest boho wave different is that it has different cross-cultural influences. Think free-spirited traveler in the Ibiza era inspiration.

Designer Michelle Smith of MMS, by example, took a trip to Havana, and her Spring collection took the Marrakech express circa 1970. Though it was a few seasons late on the boho chic revival, it didn't stop her from piling on the modest bikini, sheer cottons, and beaded-heavy embroidery, and lots of hippie jackets.

Peri Pell Dimo looked to the Bolivian bohemian/ hippie for inspiration. The key to boho look is all about opulent layering—think large floral prints, ribbed knits, costume jewelry and bright contrast hues with slouchy, suede cloche-hooded boots.

And now the latest on Julia Gallivan. His vision for the Resort 2009 collection was all about the 1960s preoccupation with printed textiles, caged pieces, tapestry silhouettes, little peasant jackets, and boots. Bohemian cultures and peasant fashions.

Nearly every look was heavy on beaded embroidery, even outerwear and dress, and topped off with oversized hats and jewelry.

How to own your boho chic? Experiment with patterns, little and match "hippy" shades of sweet, lime, and tangerine. Don't be afraid to try on different headpieces, tailored dresses and jackets. Aberdeen's current collection has the clothes to make you stand out without making you look like you're trying too hard.

It's all about layering, like showing off the different sides of you to one perfect-together look. In the end, it's all about showing off your free spirit!

E-mail the author at [redacted]

Mabuhay!

Jenni J. Epperson

Style tip

•For men... Mix and match plaids and dark wash denim for that country weekend

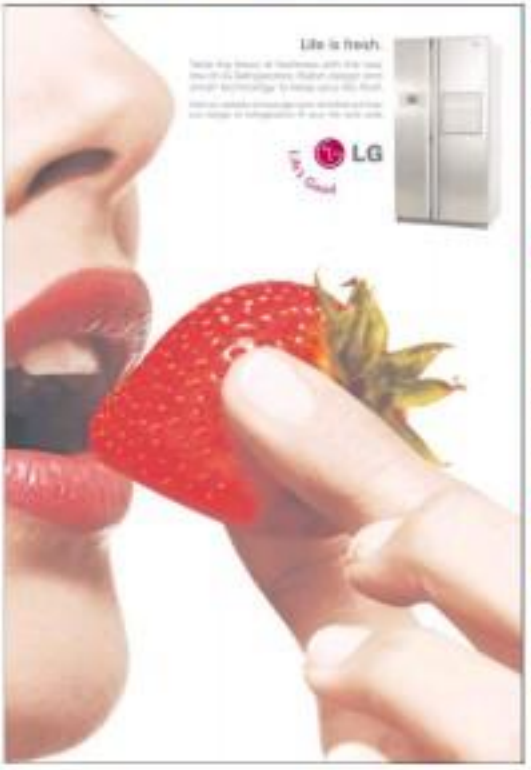
•For women... achieve that almost bucolic look. Hudson look in paisley denims and palettes of earthy bohemian rich goddess

•For women... Pair denim, soft frayed tops with shoulder dramas and metal accessories to give you that balanced, cool look

•For men... Slim-fit jeans will forever give you the cool vibe, but make sure it fits you perfectly.

•Accessories is it! Update your boho look with the right accessories, scarves like scarves, long necklaces, metal cuffs, and boots.

MEMORIAL/Rapsody



modal citizens modal citizens modal citizens modal

What: The Ben Sherman store launch and the unveiling of Johnnie Walker Black Label's anniversary bottle

Where: 3/L Shangri-La Plaza

What's hot: Kit Anthony's Brighton Pushcart for Ben Sherman and Johnnie Walker Black Label's Limited Edition Anniversary Bottle

You know you love it: Ben Sherman's signature button-down shirts

This just in: Drop by Ben Sherman now and get a chance to win a one-week vacation to London. Visit http://www.thegoodlife.blogspot.com/2008/10/ben-sherman-store-opens-at-sm.html for more details.

M&A Ayma

Spotted:

M&A Ayma and DJ Ervin Edrain

Arvel Rivera

M&A Ayma

Spotted:

M&A Ayma's Carla Rufino, Ben Sherman's Carmela Gonzaga and Charles Dejarme

MODELS Irene Guevara and Katrina Rigos in Ben Sherman

LIFESTYLE Fashion&Beauty

How to get the BF to visit a salon

Tell him it's a gift on the first time, so he won't have to pay and feel like he's been robbed

NEUTROGENA body emulsion therapeutic lotion

RED lipstick and polish for a more sophisticated look

MORE BEAUTY QUESTIONS in my clogged-up mailbox! I thought I should devote another column to answering them—it makes me feel like I'm just talking to a friend, and even better, some readers e-mail with their suggestions on how to address beauty concerns.

Where can I bring my boyfriend for a good haircut? He is so mad to going to the barbershop that he always ends up with the same haircut.

Here he goes to the ladies, I promise he pays at least P300 max. Taking him to a salon may be tricky since it's more expensive and he's probably very content with what he's been getting.

I suggest that the first time you take him in a salon, tell him it's a gift so he won't have to pay and feel like he's been robbed. That will make him forget about his precut!

My husband and a lot of my friends' partners go to Gerard of Frank Provost Jupiter. He can tell you. Pricey, but I think he's worth it to. How do I know he's good? My husband's hair grows in all directions, but Gerard can make it look stylish!

I want to be a model. What should I do (and where should I go)?

The first step would be to get an agency so you'll be managed properly. Check out which agency has the most visible models; that means it's a good one. If you are under 18 years old, go with a parent or guardian. Read the contract properly.

I know a lot of models who aren't edgewise with an agency exclusively, so they are handled by more agents. I think it's a very smart move. Be aware that agents get 30 percent for big projects, but for magazine and newspaper shoots, since the pay is lower, a 5:95 agent shouldn't run for cover.

I love dark polish, but now my nails are yellow. Help!

When using dark polish, make sure to use a colorless base to protect your nails from getting stained. Also, remove polish after five days and let your nails breathe.

Sally Hansen has previously the product for yellowing nails. Coat your nails white with it, then paint it and your nails won't be as yellow anymore.

There was a lot of other products in the market that claim to help whiten yellow nails. When this happened to me, I lost my enthusiasm. But the best bet is really just to be patient and grow them out.

I have "big ears". What is the best way to have it removed?

When it comes to unwanted hair in the upper lip area, there are only two ways to deal with it.

First is shaving, which may sting, but what it does is pull out the hair including the root, so hair grows thinner and the result looks cleaner. Some say that when you have threading done, hair won't grow back anymore.

The more costly but permanent alternative is to have it removed by laser treatment. Only two sessions and your beard is gone for good!

Which is better, oil or lotion?

It really depends. Some people say powder is oil, like me. But my husband finds it sticky and warm, so he uses lotion. As long as you moisturize, I'd say either of the two would do. The best time to use lotion or oil is after a bath, when your skin is still damp.

Ria Francisco-Prieto

GIVE CHRISTMAS JOY

Once again, the spirit of Christmas is in the air. Before you know it, the holiday rush will be on. Choose from our delightful food and wine gift sets that come in special packaging to treasure. With a Marks & Spencer gift, you'll definitely bring joy to everyone!

CLASSIC FAVOURITES P2,495

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MARKS & SPENCER

Get the new classic up-do right

NEW classic up-do is both versatile and lovely.

This hairstyle adds a touch of grown-up sophistication to your look

WITH THE HOLIday season fast approaching and invitations to weddings, events, reunions and get-together piling up, we find ourselves carefully planning our outfits in order to get better mileage from them.

We start to segregate the dresses, tops, pants and shirts we want to save for the much photographed special occasions, and match shoes and bags with them.

But what about our hair? What style should go with which ensemble?

Like it or not, great hair completes a look. Whether polished, carefree, sexy, sweet or modern, hair can make or break an outfit.

Also, knowing what hair goes with what particular dress saves precious getting-ready minutes, especially during the multi-leaney holidays.

The new classic up-do is both versatile and lovely — whatever one may be out of hair-styling tricks. It may take some practice in the beginning, but with enough patience you can learn to do it fast and easy.

The look suits most face shapes and works well with most of the women's corsets.

The best part is, it dresses up any outfit, adding a touch of grown-up sophistication to your look. Get this hair with the help of Hitesh Prabhu (hitesh's hair expert Beyoncé Jhantagan.

Kelly Pitts, Duchess of the Death

Step One

To add some dazzle, prime the up-do an effected look, apply a generous amount of mousse all over damp hair and blow-dry with medium heat. This keeps the hair from being flat, which makes it difficult to control.

Step Two

Create volume by curling hair section by section from roots to ends with a medium to large curling iron.

Step Three

With hair in cascading waves, pull the top part of the hair into a half-ponytail, and loop it loosely tied on the nape of the head. Then, gather the bottom part and form a loose bun, secure with pins on the sides and lightly mist with aerosol hairspray.

Step Four

Unravel the top part of the hair and finger-comb to its desired height. Loosely twist the ends of the hair around the loose bun and secure with pins. Set the up-do with hairspray, and remember to bring a stash of bobby pins to fix any stray that loosens.

Smoky eyes, winged eyeliner, pop makeup

Everyone can pull these looks off

SMOKEY eyes

GLAMOROUS lashes

LAVISH lashes

POP lashes

THE MAIN EXCITANCE FOR my fair share of shows at the Philippine Fashion Week, and have managed to spy some trends.

Prepare for some catwalk looks that can make people do the covert stare just as well as they do in the runways.

The best thing about these trends? Everyone can pull them off: dark, smoky eyes, winged eyeliner, lavish lashes and pop makeup.

Let's begin with the smoky eye. Seen at the Renee Salud show and Anneruss. This look is very sick and cool-inspired.

Think black eyeshadow smudged all over the lid or black eyeliners drawn along the upper and lower lash lines. It's definitely something you'd want to try for a night out.

These dramatic eyes are dark and glamorous. You can pair it with bare, nude or pink lips, which add some balance, making the look sensational for anytime.

The second major trend is the winged eyeliner. Amy Wheatley has a lot to answer for this.

At the Rene Salud show, models were black winged eyes smudged with a very dark teal. You can work with this trend by wearing it as a classic black winged eye, or you can go heavy on the eyeliner, while keeping it straight rather than flicked up.

Isabel Rivas, Backstage Boss

To absolutely no one's surprise, lavish, elaborate lashes were a big theme this year.

Seen in the W store & Trends shows, models sported the runway with feathered lashes and lashes lined with Swarovski crystals.

To make this look a success, make sure you have a no-make up look on. That means keeping your color tones to a nude base—earth-toned eyes, cheeks and lips with shades like taupe, mocha, beige, tan. Very demure-like shades.

Not a smudge of pink black or brown lipstick must be seen. Then, add false eyelashes or pick up this neutral look, and to keep you from looking like a color-less corpse.

Lastly, the pop look pushed boundaries with its maverick style. Flattering runways in powder, peaky toast-brow shades were brought to life in the days shows.

To make this look your own, keep the eye and cheek colors neutral. Then go crazy with the lips.

POP makeup

How to get rid of dandruff, falling hair and sore scalp

MAKEOVER 911

Kimmy Szeles

WHEN IT COMES TO BEAUTY concerns I am fastest when it comes to hair. Whether it be style, cut, color or maintenance, hair interests me the most. But many that grow hair is essential to boosting one's total image, I have found products that help our hair regrow with minimum effort.

For dandruff, falling hair, and sore sensitive scalp, there's Nioxsense Hair Recharge 3in1 with 2.5 percent Biotherin thanpoo. It provides the hair good bacteria to check the population of bad bacteria which eats scalp and result in dandruff and falling hair.

Proteins and supplements are originally used to preserve the natural keratin. They are supposed to control the population of bad bacteria in the stomach that cause yeast infection, gas and bloating. Because of its effect on the intestines, it is logical that a shampoo with probiotics will restore the scalp's natural defense or immune system.

For home treatment, one may check out Conserve Rx Recharge Trial x 3 Biotherin 3 persons. It is supposedly applied once a week for five weeks straight on towel-dried hair after shampooing. It is believed and claimed that it will help restore hair's natural defense system.

I started using Nioxsense Hair

Curly or straight—why not both?

Sunsilk's two new lines will let you experience both looks in a snap

By Yuka Ruwetki
Contributor

"CURLY OR STRAIGHT?" SUNSILK POSED this question to several people in the beauty and fashion industries when it launched its new line of Straight and Awesome and Curls and Waves hair products at the Rockwell Tent.

"The Green Hulk Debate" had well-known personalities, Rhids Cabcaben, Nancy Jean Castillejos, Preview Editor Agee Bongcas and video emcee Jaclyn Victoria's serve on Team Straight, while Prince Dorrit Stephen Ro, Metro Editor Emelie Bersales and online creator Tonatiw Pueyat prompted Team Curly.

The hosts were Karen Pamintuan and Maggie Wilson, whose hairstyles represented Team Straight and Team Curly, respectively.

Spirited

The event emcee Wilma Doesnt started the ball rolling with, "Any guys may curly hair long ang may mahahabol ngayon?" to the delight of the audience that held up "Straight" and "Curly" placards.

Mirlinda said, "I remember going to the event last night, and I saw this beautiful, tall, dark-skinned woman, who had her hair very weak straightened."

"After all that, there's no need to hold it down anymore," replied Doesnt. The exchange between the two camps was often time spirited and hilarious.

Top UK hairstylist and International Creative Director for Sala Andrew Mathis, whose famous clients include Kate Moss, the Olsen twins and Linda Evangelista, flew in to attend the launch.

The internationally-renowned stylist was involved in conceptualizing and developing this sparkle line of Sunsilk products, from packaging and testing to its international launch.

"This line was four years in the making," he said.

PHOTOS BY MARVIN CHRISTIAN

"The Sunsilk girl is at a time when she can do more with her hair, when anything goes," he added.

Talking about his celebrity clients, he revealed: "I just recently got to work on Elizabeth Taylor's hair. She dumped her look a bit short to start getting kind of old. We made her locks longer and younger."

Does he recommend Sunsilk's Straight and Sassy and Curls and Waves to his clients? "Definitely!" he said.

Revenge

A lucky girl from the audience was given the chance to get her hair styled by Ramon—all in her minutes—using the Curls and Waves system.

"The Curls and Waves line contains hormone energizers, which ensure the curls while giving it a more pronounced look," Jes Alexis, Sunsilk's brand manager, explained.

The Curls and Waves line has moisture shampoo and conditioner. The straight and frizzy counterpart, meanwhile, consists of a shampoo, conditioner, Straight and Sassy cream, and a smoothing mist, all containing hormone energizers, but this time targeting the tips of the hair to weigh them down for a shiny, sexy-straight look.

Sunsilk's new international ad features actress Iza Calzado, and after the debate, the ad was previewed to the audience before it debuted on prime-time TV that night.

With the new Straight and Sassy and Curls and Waves lines, you don't have to ask yourself, "curly or straight?" Sunsilk will let you experience both looks in a snap.

All-new holiday scents

ESTÉE LAUDER WILL RELEASE ITS much-anticipated Solid Perfume and Powder Compact limited-edition collection.

Composed of pieces featuring intricate designs and inspired by the sweet treats of Christmas, the remembrance of summer and icons of the world, the collection boasts of delectable scents in vibrant colors, spectacular crystals and dynamic moving parts.

Estée Lauder will launch the new collection during the Holiday Spectacular Event on Nov 11 at The Collezione, Fairmont Makati. The collection's 40 unique and enchanting pieces will be on exhibit until Nov 16.

There standout Solid Perfumes will be available exclusively at Fairmont.

The first is Pleasures Candy Cane, which is a candy cane-shaped compact with glistening red and golden stripes revealing a bottle of fine fruity, sheer, floral Pleasures scent.

There is also Revlon-scented Beautiful Lollipop Twist, encased in a lollipop-shaped, jade-scented enameled compact.

And Rose Rouge is Pure White Linen Holiday Style, a long-lasting solid perfume layering with the scents of red tulips, woodbloom, snow-white flowers and sparkling raspberry.

The Estée Lauder Holiday Spectacular Event will also introduce the brand's Holiday Collections of unforgettable fragrances, precious collectibles, and brilliant make-up colors.

Some of the Christmas wishing-ready sets include Pleasures To Go, composed of a perfume spray, a body lotion and a perfume spray case, in an exclusive gift box that the would want to bring with her anywhere she goes; Beautiful Moments Destination, consisting of the fascination perfume spray, body lotion, shower gel and body powder with a puff, perfect for any romantic getaway; and Small Wonders, a precious collection of Dramatically Different in purse sizes.

Other must-sets Estée Lauder Pleasures, Pure White Linen, New Estée Lauder Sensuous, Beautiful, Youth Dew and Estée Lauder Beyond Paradise.

For make-up fanatics, the event will also showcase the Estée Lauder Preferences, all Makeup Artist Color Collection, a beautiful make-up kit featuring sets of the essentials from powders and blush to lipsticks and gloss, from eye shadow palettes to pencil, crayons and mascaras.

Estée Lauder is available at all fine department stores.

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THIS NOVEMBER 8, CELEBRATE THE ACTIVE LIFESTYLE WITH CUTTING-EDGE FASHION IN A SHOW FEATURING THE COLLECTIONS OF THE COUNTRY'S FOREMOST FASHION DESIGNERS AND THE MOST SOUGHT-AFTER ACTIVEWEAR BRANDS AT THE WATERFRONT HOTEL & CASINO

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The work-out-while-you-walk flip-flops

Hitting the malls may never be this rewarding for your hips, thighs and butt

By Irene C. Perez

FLIP-FLOP FRIENDS, IT'S TIME TO get the most out of endless shopping, hangs-hopping and hospole hunting.

Time these bums and shape up your legs with one of Opendi's top picks for summer...the Fitflops.

Introduced in 2007, Fitflop is a unit stocking footwear that claims to be "the flip-flops with the gym built in it." It has allowed women in the US and Europe to work out while they walk.

"It's a fashionable alternative if you don't have time to work out," said David Boulding, Fitflops LTD chief president for international sales. "The result: users get bodyribbed, like my exercise."

First-time users are advised not to use Fitflops daily to avoid soreness—pretty much like going to the gym...until their bodies have adjusted to them as everyday wear.

Fitflops were featured in American Vogue as a summer must-have. It has also graced the pages of Marie Claire UK, Harper's Bazaar UK and Newsweek, and Adriana Maxie and Jennifer Garner have been spotted sporting them.

FRANCE for fun sandals

Ergonomic chic

So what's so special about these flip-flops? It has a study to back up its hype. A London Southbank University research says Fitflops, indeed, helps tone stay in shape.

It was creator Marie Bilgen worked with orthopedists, reflexologists and footwear manufacturers in the UK to come up with a fitness solution for busy women.

The rear-time personal trainer and cosmetics tycoon wanted something that could take girls from the grocery to the beach and allow them to run errands, do cat-pools, shop, play a party with pavements...all these while combating cellulite. Plus, it had to look sexy, of course.

Fitflops boasts patented midfoot-to-toe micro-mobilized midsoles and three distinct shoe hardness of EVA foam in a single-fused underfoot plane. The entire design creates tension in the muscles, thus toning the butt, thigh and legs.

A user requires 15 percent more energy to walk on, and the cushioned heel area absorbs 36 percent more shock than regular footwear.

Apart from being comfy, Fitflops are also said to help ease back pain and leg swelling, improve posture, absorb pressure and promote proper walking, said Dr. Helen Gould of St. Luke's Hospital.

They are not for running, though. They're an alternative to the usual flip-flops that are best to use for leisure and work.

The new sneakers!

With Fitflops coming as much as a pair of hefty cross-trainers, will Pinoys buy them over trusty 'ol rubber shoes?

In fact, they've sold surprisingly well since first becoming available in July this year, said branch operator Melody Ayala. "It may seem expensive at first, but it's an investment with great benefits. It helps you burn calories. Some people even buy them in all colors."

A pair is said to remain because for a year or more, depending on how often you use it. Many on-the-go customers are getting Fitflops, said Malou, and with a new collection coming up soon this year, puppies are expected to take up the trend, too.

Some models are completely worldwide. For the more fancy collection like the sequined and fringed ones, the range can be wiped clean and the foot bed and soles washed to keep them fresh.

Hitting the malls may never be this rewarding for your hips, to go get a pedicure, try on Fitflops and get an underphin high from walking. And, oh, the men's line is coming this December...a thoughtful gift idea for the active guy in your life.

Fitflops are available in Rex The Shoe in Trinoma, Ayala Cebu, Gateway and Robinsons Galleria. Shoe Salon, The Spa, BOS, and selected Pitchland stores.

DAVID Boulding, Fitflops VP for international sales, with Raghnaille Smith (Rex) showing off the shoes

VARIATION of the tonic...a neat and creative hairstyle

'Mother' Ricky does the Twist

RICKY REYES INTRODUCES the Twist, a new 'do for ladies heading to parties, whether formal or informal, this Christmas.

"No more headline hair for formal affairs. They make you look old. The Twist can be formal but can make you even look younger," says Reyes.

With its clean lines and attractive look, the Twist is a fun alternative to wearing your hair down casually or curling it up formally. Curled hair also tends to look unkempt at the end of the day.

Accessorize the Twist with hair ornaments, pearls or even flowers to fit the occasion, and you are ready to party and dazzle the whole night long.

Call the Ricky Reyes hotline at 7265449 and 7267906.

ENTERTAINMENT

Editor Bronnie O. Velarde

Against the world

BIDS, DEADLINE, LUCY AND company make room for Gretchen Barretto, who's wearing a jeweled bar into the TV finding ring via a game show on TV5, "You and Me Against the World." Expect to hear a snowball from La Greta before the show premieres Nov. 23. Marlen F. R. Cruz

DID YOU KNOW...

INSIDE

- **Sarah G, 'The Next One'** Showtime /G2
- **Castoffs reassess 'Survivor'** Take 5/G3
- **What celebrities are reading and why** Living Stars /H1

These 2 hunks locked lips with Sean Penn. Only@Hollywood/ G4

The Holiday Tradition Continues at Araneta Center

Christmas is definitely the favorite Filipino holiday, a season full of bright lights, merry harmonies, and a feeling of happiness that's best shared with our loved ones. Of course, the holidays will not be complete without our well-observed Christmas traditions such as the Simbang Gabi and the Noche Buena. And right in the heart of the metro, there's another well-observed Christmas tradition: the lighting of the Giant Christmas Tree at the Araneta Center.

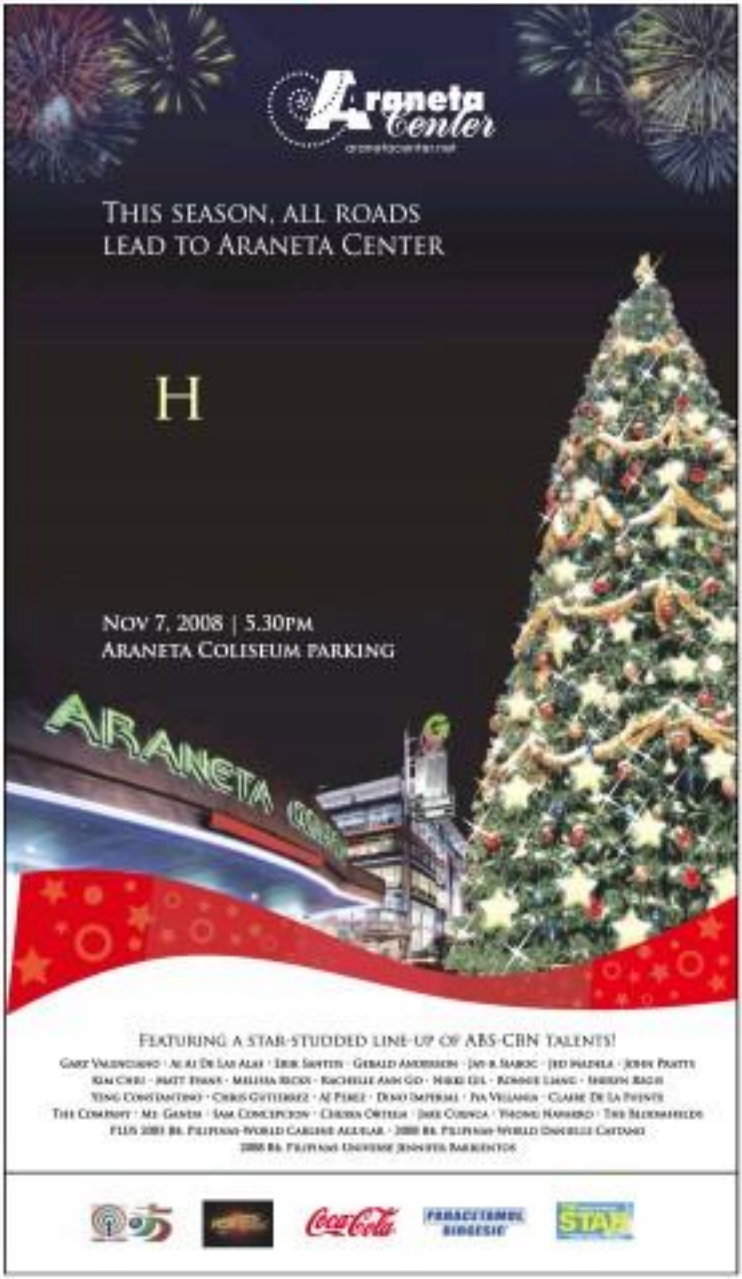
Since 1981, the Giant Christmas Tree at the Araneta Center has been serving as the metro's most popular Christmas icon. Its traditional lighting ceremony officially signals the start of Yuletide festivities in the city.

This year's Giant Christmas Tree stands almost a hundred feet and is stellar with more than ten thousand lights and hundreds of stars and balls. This year's tree is made more magnificent with ribbons and decadent gift boxes serving as colorful accents.

This year, all roads lead to Araneta Center once again as the hottest stars from ABS-CBN get ready to join in on the festivities of the Giant Christmas Tree Lighting.

Celebrate as the holiday tradition continues today, November 7, at the Araneta Coliseum Parking Lot and witness Christmas like no other as celebrated in the metro's premier lifestyle center.

For more info, log on to aranetacenter.net



CINEMA ACCESS: 635-5555
MOVIEWORLD
ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

GALLERIA
1 JAMES BOND: QUANTUM of SOLACE
2 MADAGASCAR 2
3 JAMES BOND: QUANTUM of SOLACE
4 JAMES BOND: QUANTUM of SOLACE
5 JAMES BOND: QUANTUM of SOLACE
6 JAMES BOND: QUANTUM of SOLACE
7 CITY of EMBER
8 [illegible]
9 MY ONLY Ü
10 HIGH SCHOOL MUSICAL 3

ERMITA
Metropolitan Theater
1 MADAGASCAR 2
2 JAMES BOND: QUANTUM of SOLACE
3 JAMES BOND: QUANTUM of SOLACE
4 JAMES BOND: QUANTUM of SOLACE
5 MY ONLY Ü
6 CITY of EMBER
7 HIGH SCHOOL MUSICAL 3
8 THE HOUSE BUNNY
9 MAX PAYNE

METRO EAST
1 JAMES BOND: QUANTUM of SOLACE
2 JAMES BOND: QUANTUM of SOLACE
3 JAMES BOND: QUANTUM of SOLACE
4 JAMES BOND: QUANTUM of SOLACE
5 CITY of EMBER
6 HIGH SCHOOL MUSICAL 3
7 MADAGASCAR 2
8 MY ONLY Ü

NOVALICHES
1 MADAGASCAR 2
2 JAMES BOND: QUANTUM of SOLACE
3 JAMES BOND: QUANTUM of SOLACE
4 MY ONLY Ü

PIONEER
1 MY ONLY Ü
2 MADAGASCAR 2
3 JAMES BOND: QUANTUM of SOLACE
4 JAMES BOND: QUANTUM of SOLACE

STA. ROSA
1 JAMES BOND: QUANTUM of SOLACE
2 MADAGASCAR 2
3 HIGH SCHOOL MUSICAL 3
4 MY ONLY Ü

LIPA
1 JAMES BOND: QUANTUM of SOLACE
2 MY ONLY Ü
3 MADAGASCAR 2
4 HIGH SCHOOL MUSICAL 3

DASMARINAS
1 THE CHANTING 2
2 MY ONLY Ü
3 JAMES BOND: QUANTUM of SOLACE
4 MADAGASCAR 2

IMUS
1 JAMES BOND: QUANTUM of SOLACE
2 MADAGASCAR 2
3 MY ONLY Ü
4 THE CHANTING 2

ANGELES
1 JAMES BOND: QUANTUM of SOLACE
2 MY ONLY Ü
3 THE CHANTING 2
4 MADAGASCAR 2

STARMILLS
1 MADAGASCAR 2
2 HIGH SCHOOL MUSICAL 3
3 THE CHANTING 2
4 MY ONLY Ü
5 JAMES BOND: QUANTUM of SOLACE
6 JAMES BOND: QUANTUM of SOLACE

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5 MY ONLY Ü
6 THE CHANTING 2

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2 MY ONLY Ü
3 HIGH SCHOOL MUSICAL 3
4 JAMES BOND: QUANTUM of SOLACE
5 THE CHANTING 2
6 MADAGASCAR 2

Sarah at the Big Dome

SARAH GERONIMO RETURNS TO the Araneta Coliseum tomorrow for her third major concert, "The Next One." Her guests include Billy Crawford, John Lloyd Cruz and Jed Madela. Rounding the show is Johnny Manahan and musical director is Louie Ocampo. Call 911-3000.

Powerdance show

The Powerdance show "Hayang ng Pasa si Kalabaw," featuring Douglas Hamm choreography is slated to hold its encore tomorrow, 6:30 p.m. at the Congregation of the Immaculate Heart of Mary, 80 14th Street, New Manila, Quezon City. Call 726-5402 and 721-3606.

SHOW TIME

Ticket discounts at Rihanna gig

The "early bird" ticket discounts for the Rihanna Chris Brown concert on Nov. 16 at the Fort Bonifacio open field have been extended. Log on to smmphil.com for details.

Abba tribute show

"Abba the Show" pays tribute to the widely popular Swedish group on Nov. 21 at the PSC Plenary Hall, and Nov. 22 at the World Trade Center, Roxas Boulevard Extension, Pasay City. Call 911-5555 and 703-7726 to 33.

Nov. 17

Akiatsu Takagami and Stella Ignacio at 7th Note Bar and Restaurant, G/F Makati Golf Club, 7232 Malugay St. Makati. Call or text 0921-7966719.

Show castoffs rea

By Marinel R. Cruz

ONLY 10 OF THE 18 CAST-aways remain on Devil's Island, slugging it out for the coveted title, "Pinoy Solo Survivor," and the P3 million cash prize.

Four of the eight Cast-offs sat down with Inquirer Entertainment recently and told us how their stay on the island in Ratree Province, Thailand, changed their lives.

Cesar "Gigi" Solis, 48, a web designer and mountaineer, lasted nine days on the island. Despite his age, he performed well in all the challenges and was considered a threat by his teammates.

John Anthony Lopez, 27, unmarried student and auto mechanic, suffers from hypokalemia or potassium deficiency. John's teammates, concerned about his health, voted him off.

Nina Ortiz, 38, an operations manager and mother of three, was pulled out due to a fractured toe. NIKKI Ocampillo, 20, a call center agent, was sent by her teammates as the one who had the least contribution to their overall performance.

TAKE FIVE

How did the experience change you?

NIKKI: Winnie came up to me now and say, "Ang galing na salago. We're proud of you." I laughed because my age, those who are married and with kids, and those who are separated.

NIKKI: I've always been asked, "Why didn't you join show biz? Why didn't you try doing commercials?" I've always said I wanted to be part of something that doesn't linger on beauty. I finally got my wish, "Survivor." When I came home, people recognized me. They had pictures taken with me. Parents beg depends.

GIGI: I came home depressed. I heard that people would laugh at me because I was a big loser. There was this lingering assurance that I couldn't shake off. I became addicted to working out. But recently, I realized it wasn't so bad. Anyway, pala akong malpalito than inspired others.

JOHN: Since people know me now, I get more threats and I have more insulting projects.

What were you chosen

NIKKI: I got co[illegible] on the island. I realized [illegible]ya. The others just t[illegible] know her more. When [illegible] got along well with t[illegible]

JOHN: I was chosen [illegible] formed the Muscle Al[illegible] trip to food, groomin[illegible]

NIKKI: I was my [illegible] Chatime (Tuesday). I [illegible] ways made us laugh

What can't you overco

NIKKI: We (nation) [illegible] even during the mi[illegible] what happened on the [illegible]

NIKKI: I can't [illegible] about my [illegible] stray" was my [illegible] persuasion. Everyone [illegible] re are we in the show? [illegible] ask me about the sh[illegible] long malasahan."

What was the audito

NIKKI: We went th[illegible] interviews. The quest[illegible] dialect you think you [illegible] be the Lone Survivor[illegible] very good answers to [illegible]

JOHN: I guess peopl[illegible] when I said I want to [illegible] was a bogus. We went [illegible] casual interview, wri[illegible] am, interview with a [illegible] ming (not me) hardly [illegible] here ng exercises (be[illegible]

NIKKI: I used my bo[illegible] to my advantage. Joh[illegible] ko. I auditioned in Ce[illegible]

How did you prepare

NIKKI: I took ancho[illegible] badminton. I travel[illegible] Bank, 7, and Pizza, 5[illegible]

GIGI: I went to Da[illegible] Subic Bay. An Arta ex[illegible]

US court wrestles with televi

WASHINGTON—THE US SUPREME COURT spent an hour on Tuesday talking about dirty words on television without once using any or making plain how it would decide whether the government could ban them.

The dispute between the broadcast networks and the Federal Communications Commission is the court's first major broadcast indecency case in 30 years.

At issue is the FCC's policy, adopted in 2004, that even a one-time use of profanity on live TV is indecent because some words are so offensive that they always evoke sexual or excretory images. So-called fleeting expletives were not treated as indecent before then.

The words in question begin with the letters "F" and "S."

Chief Justice John Roberts, the only justice with young children at home, suggested that the commission's policy is reasonable.

Justice John Paul Stevens, who appeared skeptical of the policy, doubted that the f-word always conveys a sexual image. "Isn't it true that that is a word that often is used with no reference whatsoever to the sexual connection?" he asked.

Fox Television Stations, owned by Rupert Murdoch's News Corp., and other networks challenged the policy after the FCC singled out use of the words by two singers and an

accents during unsuccessful bids to host the Academy Awards telecast in 2002 and 2003.

In each instance, a network official said that viewers would not object to a single use of the words in the context of the performances. Fox's comment that

James Franco, Diego Luna . . . From page G1

things. Our beautiful things were covered by these fake ones. So if you get to see something in the film, it's not ours. It was designed and completely draped. We had a chance to choose, in fact. The makeup artists came up with three and said, "What's one do you like?" I was like, "Um, not the biggest one." Because I thought that would be too much, too pretentious. I chose one that has that but perfectly cut. We used those things and I have to say they helped in a weird way because it feels like you're covered. It feels like they fit it easy. It's not me. What you're seeing is not mine so it's fine.

Jerrod Francis, for his part, said of his love scenes with Asner: "For didn't prepare for those scenes. I usually don't have any preparations for romance, love or kissing scenes, whether it's with a man or a woman. There was one point during the rehearsal process for the movie where the director suggested that Asner and I would go and stay together in the place where we would film the aperture scenes. I've known Asner for about five years but I guess the idea was that staying together would make us feel like we were a real couple. But because of scheduling issues, it didn't happen."

The sexy, known sweetheads as Harry Osborn in the "Spider-Man" blockbuster series and one of the finest young actors, explained, "Scott is one of the best actors. Any young actor who knows anything about acting looks up to Scott. I certainly do. It wasn't very hard to render those feelings of admiration into—I guess—romantic feelings when you're filming." He added how he and Scott pretended to engage in macho sports banter after filming their intimate scenes. "We joked around a little bit like we would say, Oh, how about those Steelers? That kind of stuff."

Completely naked

"I remember walking completely naked, with no problem, among the guys and everyone. I felt like, you guys, this is okay. I felt in a way that I was dressed. It worked but the other thing is that the scene played like he's a minor. Gus said, 'Okay, go do it, play and we'll see what happens.' It was not one of those scenes where we needed to hit positions and marks and that we spend the whole day doing. We were done by an hour and it's runaway."

Funny story

"As for us making it look real, there was kind of a funny story," James offered. He narrated that Gus saw a video by artist Douglas Gordon of a man and a woman kissing that was part of an exhibit at the San Francisco Museum of Modern Art. Gus, according to James, was impressed by the passionate kissing of the couple who, it turned out, were complete strangers hired to kiss for 12 hours.

"So Gus showed us that video and I think it really amazing and actually helps the movie. It wasn't in the original script—we're sitting out in front of the theater and Gus says, 'Listen, James and Jimmy, I think Gus used the whole thing. We filmed the kiss for like a minute. It doesn't sound like a long time but

ssess the game

...to-on the island?

Pat-an: (Dodot) better
...d malaki-an ito para
...di't got the chance to
...Pinatni got outed off. I
...ession (Domingo).
...to Jaze (Flores). Me
...ance. Para-ho kaseng
...and sea bass.
...ed challenged friends to
...ther's mahalit. She al-

...t about the show?
...y anything about the
...ctions, more or about
...n island.
...me, I didn't tell any-
...husband, that. I had an
...e restricted our end of
...e my injured toe was

...ily person who know
...rticipation in "Sur-
...ook. I had to ask her
...e. I never say anyway
...ecause. When friends
...on. I tell them, 'Ayaw

...n like?
...ough three rounds of
...ion was simple: "Who
...hare what it takes to
...?" I've had to have a
...and out.
...e got interested in me
...o prove that this show
...through five stages —
...on psychological ex-
...e psychologist, swim-
...the medical exam, ice-
...ght or you
...ng a cell center again
...at ng tanang, manger
...es.

...the contract?
...ning lessons. I played
...f my licks — from, 9,
...— to funeral chants.
...mdalidalin Village to
...ommunity chest cards.

vision profanity

...ing brilliant" — or as a metaphor, as when lawyer Clint said, "F*** 'em," in his critics.

A federal appeals court in New York threw out the ban, saying the FCC did not provide enough explanation, and the government appealed to the Supreme Court. The appeals court also said, but did not rule, that the news policy probably is unconstitutional.

It was hard to tell where the court is heading because there justices said little or nothing.

When the court ruled 30 years ago that the FCC could keep profanities off the airwaves between 6 a.m. and 10 p.m., television broadcasters were the only source of images available to most Americans.

Today, the Internet, cable and satellite television are so different in nature, yet the FCC's authority extends only to broadcast television and radio.

Carter Phillips, Fox's lawyer, said increased usage of profanity was unlikely no matter how the court ruled. Apart from unscripted incidents on live television, broadcasters do not permit the use of certain words, even during late-night hours when they are free to do so.

He urged the justices to strike down the policy as an unconstitutional restriction on the networks' free speech rights. AP

...g to the media about playing Sean Penn's lover in the biopic "Milk": "It's the ...n subject ...what was it like to kiss Sean Penn?... We've two straight guys ...mual. I don't think either one of us has done it before."

...n somebody. It was not on ...

...e continued wedding the ...ensured by many, including ...author and gay activist ...d Cleve Jones, one of the ...o helped in the making of ...there were like 300 pos... ...ith nervous re-do that. You ...t else. It's like, this is hap...

...pening and you're doing it. I know how to kiss and I just did my best. After the scene, Cleve Jones and everyone came up and he was like, 'Oh, that was great, man.' Then he introduced me to Armistead Maupin. Everybody in this Nimmin's had come out to watch the first big kiss (in the movie)."

Email the columnist at rmrojas@inquirer.com.ph or visit his blog, "The Manila Report," at http://blogs.inquirer.net/manilareport.

JOHN Anthony Lopez

NINA Dvis

MIKKI Dacula

CESAR "Gigo" Ruiz

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NIGHTS IN RODANTHE

Vilma on 'Proudly Filipina'

MOVIE QUEEN-TURNED-politician Vilma Santos talks candidly about several aspects of her personal, political, and show biz life in tonight's episode of Q TV's "Proudly Filipina."

She will talk about her entry in politics, the huge debt she incurred at the height of her show biz career, the failure of her marriage to Edu Manzano and her romance with Senator Ejercito, which recently ended.

Hosted by Charlene Gonzalez-Muñoz, the show airs Fridays at 9:30 p.m.

CLICK!

Highly gifted kids

Tomorrow on Q TV's "DaQuestion," host Ria Atayde grills two of the brightest grade-six kids in the country about the secrets of highly gifted children. She seeks to answer the question: Are highly gifted children born or made?

She also makes friends with Justin, a homeschooled 9-year-old whom IQ of 204 entitles for genius status (baseline genius is at 130). He's currently in grade 1, possesses the reading comprehension of a 7-year-old, the mathematical of 19-year-old but his EQ of 5-year-old.

The show airs tomorrow at 9:30 p.m.

Rebels break free

Can a member of the New People's Army find freedom after years of rebelling against authority?

Sonny Bill, rebel Barlan Bil and the lovely of Graham and Lanie del Norte share how they found freedom and peace in their situations in "The 700 Club Asia" five-day live TV special "Breaking Free" on Mon. 10/14, 11:30 p.m. on 11.

The show is hosted by Jhay Ralroy and Ginny Reyes.

New cartoon episodes

Wacky adventures of Mac, Shiva and the rest of Foster's imaginary friends continue in the all-new episodes of "Foster's Home for Imaginary Friends" weekdays at 5 p.m. on the Cartoon Network.

"Dangal My Melody" about a geisha-headed bunny banished into the human world by an elephant-like king, airs weekdays starting Nov. 11 at 7 p.m.

"Yo, Go The Go," about an energetic and inquisitive young lemur and animal friend Donatello dragon Darcy, airs weekends at 7:30 a.m. starting Nov. 15.

2ND WEEK
"CITY OF EMBER will give Harry Potter a run for his money."
"A futuristic version of National Treasure."
CITY OF EMBER

James Franco, Diego Luna on kissing Sean Penn

LOS ANGELES—AS WE REPORTED earlier, "Milk," Gus Van Sant's biopic of the first openly gay man to be voted into public office in America, is an effective introduction to the life and times of Harvey Milk, especially those who are not familiar with him. Before he was assassinated by a colleague in the San Francisco Board of Supervisors in 1978, Harvey fought for gay and human rights, forging coalitions across a wide political spectrum, from senior citizens to union workers.

Harvey's love life is certainly not what "Milk" is all about. But since Harvey and his lovers, first Scott Smith and then Jack Lira, are played by straight actors—Sean Penn, James Franco and Diego Luna, respectively—reporters asked Franco and Diego about their respective kissing scenes with Sean, who was not present at the press con held recently at The Ritz-Carlton Hotel in San Francisco.

Two lovers

Scott was Harvey's lover when the latter's political and artistic careers started taking off. But the camera shop they owned in Castro Street, the main thoroughfare in San Francisco's gay neighborhood, Jack came into Harvey's life after Scott split.

While James and Diego were disarmingly candid in their answers, the former agreed with a reporter's observation about the media frenzy over these screen kisses while new reporters would like asked if the actors engaged in real, sincere tongue. "Yeah, that's true," James answered. "It's the number one question I'm asked—what was it like to kiss Sean Penn? I don't know. It's fun. I mean, you're not caught guys kissing so it's a little unusual. I don't think either one of us has done it before so it's a little unusual. But you're right then, at least in American film, people get weird about sex in the movies."

Diego Luna, the Mexican actor who is enjoying a career-defining international career with such films as Alfonso Cuaron's "Y Tu Mamá También," Steven Spielberg's "The Terminal," and various award-winning stints on the telenovela, was also instantly shy, dimpled, swooning and flustered but always relating to his directors of his intimate scenes with them. He had the experience constantly laughing with his future-forged co-stars.

"He is not here, right?" Diego asked, pretending to scan the room to confirm that Sean was not lurking around.

He said, "(Sean is) a good kisser. No, I mean, he's okay. I am not going to say that Sean is a good kisser but I've tried better. With Sean, something happens. The people who are really great in it that they do have magic. When they perform, they don't need to pretend. Sean is a guy who wants more than any other actor I've worked with, who takes his job with a lot of commitment and enjoyment. He's a very sweet guy, like underneath acting as a chasing persona, I really appreciated that when I was working with him."

Tequila between takes

"The love scenes?" Diego repeated aloud after my mouth in a reporter's question. "I try to forget them. Cos shoots in outfits was that it's very relaxing as an actor. He one else is there. There's just a camera and the camera is not really for away hours so not feels like a safe place. Whatever happens there is just between you and the other actor (Sean)... But I did need Tequila in between takes."

Portfolio entering his face with both his hands, Diego added, "I need help. You got one."

That the actor, who also starred in Cheryl, God Grows Bread in "I Tu..." confessed. "It was not the toughest thing to do in the film. It's like the same thing happened in 'Y Tu Mamá También.' It's like it's tough to jump into the water but once you are there, it's fun. It's easy. It's easier if you do it with someone you like because you don't want the scene to end. You start to get too close and it starts to feel real. Jesus is a good actor. I watched (Cuaron) do that actor scene (in control it's okay."

Using his hands to demonstrate a gesture of shocking someone away, Diego quipped, "But at the very end, it was like, 'Get away. Put something on.'"

"We were not completely naked," he revealed. "He had something covering you

(JOEY) AS

DIEGO Luna (right, wearing glasses) on his intimate scenes with Sean Penn (center): "Gus (Van Sant) shoots in such a way that it's very relaxing as an actor. No one else is there. There's just a camera and the camera is not really far away hours so not feels like a safe place. Whatever happens there is just between you and the other actor (Sean)... But I did need Tequila in between takes."

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Roberto V. Sapalaco

> I am not going to say that Sean is not a good kisser but I've tried better—Diego

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FEEDBACK

The lucky one

From: Mark Rapist <markrapist@gmail.com>

I read your article about Dingdong and Marjilie.

I should say that I really admire Marjilie for her professionalism. She is very regal, demure, also and one of the most beautiful faces not only on television but also on stage.

Indeed, Dingdong Dantes is one lucky one!

SHANG CINEPLEX
1) MADAGASCAR: ESCAPE 2 AFRICA
2) QUANTUM OF SOLACE
12:40, 3:00, 5:20, 10:00
3) QUANTUM OF SOLACE
1:10, 3:30, 5:50, 8:10, 10:30
4) MADAGASCAR: ESCAPE 2 AFRICA
1:40, 3:45, 5:50, 7:55, 10:00
QUANTUM OF SOLACE
12:10, 2:20, 4:50, 9:20
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1 MY ONLY YOU
2 MAX PAYNE PG-13
3 ROLLAM
4 QUANTUM OF SOLACE PG-13
5 MY ONLY YOU
6 HIGH SCHOOL MUSICAL 3
7 CITY OF EMBER
8 QUANTUM OF SOLACE PG-13
9 MADAGASCAR 2
10 QUANTUM OF SOLACE PG-13
NOTE: MOVIE SCHEDULE MAY SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

POWER PLANT CINEMA
MADAGASCAR 2: ESCAPE TO AFRICA – D
12:50, 2:45, 4:50, 6:50
MS. QUANTUM OF SOLACE – PG13
11:00, 2:15, 4:40, 7:05, 9:30
MADAGASCAR 2: ESCAPE TO AFRICA – D
11:15, 2:15, 4:15, 6:10, 8:10, 10:15
MS. QUANTUM OF SOLACE – PG13
1:15, 3:40, 6:05
MADAGASCAR 2: ESCAPE TO AFRICA – D
1:30, 3:30, 5:30, 7:30, 9:30
MS. QUANTUM OF SOLACE – PG13
12:50, 2:15, 5:40, 8:05, 10:30
MOVIES & SCHEDULES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

A TRAGIC PLANE CRASH
200 Casualties
5 Survivors...
they were not supposed to survive
DEATH IS YOUR FINAL DESTINATION
OPENS NOV. 12
ANNE HATHAWAY
PASSENGERS

RIHANNA AND CHRIS BROWN
LIVE IN TAGUIG
EARLY BIRD RATES EXTENDED!

LIVING Stars

Editor Bimbie G. Velarde

Like the end of the world

MIGHT FANCIELITA, IN PRISON magazine's current issue, talks about the lowest point in her life: "My career was just about dead, and my personal life was a disaster. I lost my family. I lost my love and passion for life. I thought it was the end of the world."

OVERHEARD

RICA PERALEJO

"THE DANCE" BY AMADO CUZO IS ABOUT Rodrigo Rodriguez Pepe Alessandro XI, Alvaro's story. If you like "The Godfather," you'll like this because it's serious in the same manner. This book alternates between things only the high-lighting that wrong. It matters you can be subject to right, but the unpleasant things that happens to the characters as well, and "Dancing" is "The Dance."

The search is on!

Mrs. Philippines 2009

QUALIFICATIONS

REQUIREMENTS

DEADLINE OF SUBMISSION IS ON NOVEMBER 21, 2008

BOOKS

SHEENA HALILI

I LOVE THE NOVELS OF NICHOLAS Sparks, like "The Wedding" and "The Notebook." His books tell of a kind of love that lasts forever. But for a touch of reading, I read Sherry Argov's "Why Men Marry Bitches: A Woman's Guide to Winning Her Man's Heart." It teaches us girls not to be too nice to our boyfriends. It gives lots of tips. When you go out, the guy should pay for dinner. Or if he sees, you shouldn't answer right away and look too eager. These are simple rules to follow. It's good preparation if you're planning to go into a relationship.

Reported: Sara Delgra Jr.

Director JERRY SINENENG

"365 MOMENTS TO Cherish" by Robert Arnold is an inspiring book. Actor Mark Anthony gave it to me this years ago. I thought reading it once would be enough. Surprisingly, as I read it every day, I discover something new every time. When I went through a crisis recently, it was a big help. It motivates me to do more and appreciate the simple joys of life.

Reported: Sara Delgra Jr.

SIMON ATKINS

I'M READING "This Is My Best: Great Writers Share Their Favorite Work," edited by Dorian Pearce and Kathy Bierman. I am an aspiring writer myself. I'm also an aspiring poet—this book inspires me more. I can identify with the writers' reflections on the creative process. Their encouragement as an aspiring writer is also reassuring.

Reported: Sara Delgra Jr.

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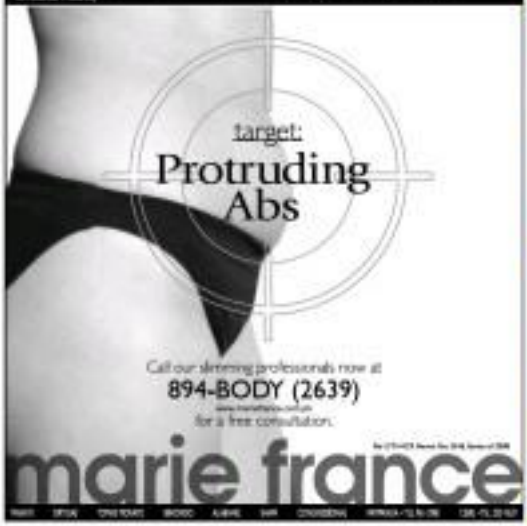

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Globe PLATINUM

DIGITAL PROJECTION
QUANTUM OF SOLACE
11:00 | 1:40 | 3:40
5:30 | 7:40 | 9:40

DIGITAL PROJECTION
MADAGASCAR 2
11:20 | 1:30 | 3:20
5:30 | 7:30 | 9:30

MADAGASCAR 2
2:30 | 4:30
QUANTUM OF SOLACE
6:30 | 8:30

QUANTUM OF SOLACE
11:30 | 1:50 | 4:10 | 6:30 | 8:50
2:00 | 4:20 | 6:40 | 9:00 | 11:20

MADAGASCAR 2
11:10 | 1:10 | 3:10 | 5:10 | 7:10
2:50 | 4:50 | 6:50 | 8:50 | 10:50
3:00 | 5:00 | 7:00 | 9:00 | 11:00

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10:10

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Francis M on his battle with cancer

FIRST PERSON

When his blog, portions of which, like the following, are being serialized, was read by concerned friends, WHEN YOU HEAR the word bone marrow, the first thing that comes to mind is baked. That's the delicacy that I really love in my every now and then.

"Little did I know that one day my own bone marrow would be extracted. It is quite painful, especially [when] the anesthesia ... it is torture. The side-effects [will] be stressful because even if they [nullify] sore throat, I could feel the tired itching bone.

"When I [was told] I had this cancer of the blood ... I blurted ... 'F***... I won't make it?'

"Pain is associated with this illness, and you battle it with chemotherapy ... What does one do [while having] dinner? Read a book, listen to music, watch TV, DVDs and every prep prep.

"Not now I am alive, one day at a time."

GREENHILLS CINEMAS

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NOW SHOWING

1 QUANTUM OF SOLACE

2 MADAGASCAR

PROMENADE

NOW SHOWING

3 QUANTUM OF SOLACE

4 QUANTUM OF SOLACE

5 MADAGASCAR

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GLORIETTA 4	1 MADAGASCAR: ESCAPE 2 AFRICA	2 JAMES BOND 007: QUANTUM OF SOLACE	3 MADAGASCAR: ESCAPE 2 AFRICA	
	4 LAKSHMI'S TERRACE	5 MADAGASCAR: ESCAPE 2 AFRICA	6 JAMES BOND 007: QUANTUM OF SOLACE	7 JAMES BOND 007: QUANTUM OF SOLACE
GREENBELT 1	1 MADAGASCAR: ESCAPE 2 AFRICA	2 JAMES BOND 007: QUANTUM OF SOLACE		
GREENBELT 3	1 MADAGASCAR: ESCAPE 2 AFRICA	2 JAMES BOND 007: QUANTUM OF SOLACE		
	3 JAMES BOND 007: QUANTUM OF SOLACE	4 JAMES BOND 007: QUANTUM OF SOLACE	5 MADAGASCAR: ESCAPE 2 AFRICA	
ALABANG TOWN CENTER	1 JAMES BOND 007: QUANTUM OF SOLACE	2 JAMES BOND 007: QUANTUM OF SOLACE		
	3 MADAGASCAR: ESCAPE 2 AFRICA	4 JAMES BOND 007: QUANTUM OF SOLACE	5 MADAGASCAR: ESCAPE 2 AFRICA	
AYALA CENTER CEBU	1 JAMES BOND 007: QUANTUM OF SOLACE	2 JAMES BOND 007: QUANTUM OF SOLACE	3 MADAGASCAR: ESCAPE 2 AFRICA	4 MY ONLY U
MARKET! MARKET!	1 MY ONLY U	2 MADAGASCAR: ESCAPE 2 AFRICA		
	3 MADAGASCAR: ESCAPE 2 AFRICA	4 JAMES BOND 007: QUANTUM OF SOLACE	5 JAMES BOND 007: QUANTUM OF SOLACE	
TRINOMA	1 MY ONLY YOU	2 MADAGASCAR: ESCAPE 2 AFRICA	3 MADAGASCAR: ESCAPE 2 AFRICA	4 MADAGASCAR: ESCAPE 2 AFRICA
	5 JAMES BOND 007: QUANTUM OF SOLACE	6 JAMES BOND 007: QUANTUM OF SOLACE	7 JAMES BOND 007: QUANTUM OF SOLACE	

At the Malls

Ayala Malls

Glorietta

GIO CIRCUS SHOW: The Ignorous Ning Ahong
November 7-9, 11am, 3pm & 6pm; Glorietta Activity Center

Greenbelt

MICHAEL JOHNS LIVE
November 27, Greenbelt 5 Park

Alabang Town Center

MADAGASCAR 2 PENGUIN MALL TOUR
November 14 & 22; Cinema Lobby & Food Choices, 2pm

Ayala Center Cebu

GLOBE MEGA SALE
November 7 to 9; Activity Center

Market! Market!

STI STOP FAIR
November 7-9; Activity Center

Greenbelt

Christmas Philippine Village

Ayala Museum

Trinoma

TRADE AT TRINOMA
November 7, 14, 21, 28; 7pm; 4th level Trinoma Park

JOBSOLUTELY GOOD CAREER FAIR
November 7 & Activity Center

MADAGASCAR ESCAPE 2 AFRICA

Move it!

FUNTERTAINMENT WEEKEND

Enjoy any of the following FREE treats at the Ayala Malls Activity Center in the Glorietta 2 cinema lobby on November 7 & 8 from 1:00 to 5:00 pm.

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- ANIMAL RIDES
- PICK-A-PRIZE
- MASCOT APPEARANCES

The IGUANA Sing-Along

Ayala Malls

Fit for the Toughest Race"

TO COMPETE IN A RACE AROUND the world's largest continent is no mean feat. And while determination and perseverance can score one the ex aes aside, it takes total physical finesse to cross the finish line.

Model Geoff Rodrigues and former beauty queen Tisha Sitang underwent this very stuff as the country's representatives in "The Amazing Race Asia 3." The competition pits the real-life couple against very strong teams.

Tish, who is into boxing these days, says she had to improve her physical conditioning to overcome the various trials. Geoff, a gym rat, confirms that he had to double his workout regimen to prepare for the race.

Reportedly, Tish and Geoff joined a Pilates' class in Body Combat — a non-contact, martial arts-inspired program with moves derived from karate, tae kwon do, kung fu, muay thai, kickboxing and tai chi. It's something that is expected to help them harness their bodies' full potential.

"The Amazing Race Asia 3" airs on Thursdays at 9 p.m. on AXN.

Why big sis raids TV host's closet

By Marinel R. Cruz
Photos by Jim Gordon Palisoton

TV HOST-ACTRESS Alex Gonzaga found that having the same size of clothes and shoes as her sister Toni wasn't always a good thing.

"My Ate often raided my closet for new outfits, especially when she was in a hurry with work and had no time to shop. This often happened during NAIA days," said Alex on the inherited Living Stars loot her hardcore on the second floor of the Gonzagas house in Tuning Road.

Older sister Toni, in a previous chat with Inquirer Entertainment, admitted this. Since her hubby sure is clothes. She's not afraid to try new things. I go for simple things. This is why she always has better stuff in her closet than I do," said Toni.

What Toni did not know about her sister was that she liked buying items similar to what she sees on her favorite TV shows. "These days, it's Sex and the City. I like Charlotte (Dinnis Davis) and Carrie's (Sarah Jessica Parker) fashion sense. I recently bought a lot of bright-colored bras because I see Carrie wearing them," explained Alex.

When she got hooked on the new-to-Pinoy favorites shows "Friends," she shopped for 3/4-sleeved tops, textured, dotted shirts and multicolored stripe blouses.

Bags

This is the first look Inirion fans I bought with my own money (shows a two-toned hand bag).

My ultimate favorite is this Dorothy Perkins clutch.

I got this black patent Mango bag as a Christmas gift from my sister last year. The bright colored Gallipoette body bag was a gift from ABS-CBN.

The black Aldo shoulder bag was my gift to myself on my birthday.

Tops

The lace knitted cardigans were days. I'm also into checkered dresses and blouses. They're the thing these days. I recently bought a lot from Top Shop.

Footwear

I couldn't sleep for one whole night thinking about this pair of Aldos. I didn't want to buy it the first time because it was pricey. It's white, it's a peep toe, it works well with a lot of my clothes.

The yellow wedge from Bebetina is also my favorite. It's stylish.

I brought my sister to a Stella Luna shop where I discovered it. These sweets

ALEX spends most of her shopping money on bags.

She got the Philip Stein watch as a Christmas gift.

ups. She liked all the high-heeled shoes on sale and bought all of them. I only got three flats for myself.

Jeans

My all-time favorite is this black stretchable pair from Mango. I have it whenever my sister borrows it, forever. I got a lot of new versions from friends when I went

ALEX watches DVDs to look at stuff worn by her favorite actresses

this. My favorite pair of denims is from Forever 21. It has the perfect fit. Bright-colored jeans are the "in" thing these days so I also bought a couple of pairs.

Scents

I just finished my last bottle of Clinique Happy and am now using Gucci Rush. My sister bought me five bottle of Gucci Rush in the States two years ago. Everything inside her suitcase/bag bag smelled of Gucci Rush and she hated it. Mahilig akas siya. I like its smell. The guys in school said they like it on me, too.

"I'M on my checkered phase these days," the lucky actress says.

GUCCI Rush is a personal favorite. Buys in her class like it on her too.

Accessories

I'm not into watches as much as I'm in to bags. This Philip Stein is my best watch ever. I got it as a Christmas gift. I also own a Fossil gold timepiece.

I only use accessories for work. There are days when I go to the mall just to buy them. Don't buy the really cheap ones. Modeling mustve.

(Actress) Heart Evangelista suggested that I use powders by Guerlain. She's liked it. I use mascara by Kiehl and blushes by Shu Uemura. Someone told me that I should invest on brushes so I got myself mine from Mac.

Alex is the host of the gay show "Lakwatsero" and the magazine program "Juicy," both on TV5.

THE Dorothy Perkins clutch is inspired by something Carrie used in "Sex and the City."

ACCESSORIES for work

SHE likes footwear from Aldo, Zara, Dolcinos and Stella Luna.

THE cute/shy black pair from Mango got the most raves from her friends.

sunday INQUIRER magazine
Award-Winning Chefs from CCA this Sunday!
FREE with the Sunday issue of the Inquirer